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A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. VI.

NEW YORK, MARCH 23, 1892.

No. 12.

Instructions:

These are the instructions followed at Rowell's Advertising Bureau, at No. 10 Spruce St., New York, in disposing of communications received from persons who wish to advertise.

If a man wants us to do his advertising, do it—
if his credit is good.

If he tells us what to do, do as he says.

If he wishes advice, and instructs us to serve him the best we know how, be sure to deserve the confidence.

If he wants an essay written for him on the subject of advertising, refer him to our published efforts in that direction, also the price at which they are to be had.

If he doesn't seem to know *what he wants*, send him a circular.

It often happens that a very small expenditure in advertising is contemplated by a person who has no clear idea as to what publications should be taken or of the cost. Such a person always does well to send a copy of the advertisement to us (or furnish us with such information as will enable us to prepare it in proper form in our own office), together with a check for the amount to which it has been determined to limit the expenditure, and leave the selection of papers and the number of insertions in each paper to be determined by our experience and judgment. In that way he gets best service for the money, the work is properly done, and no time is lost in correspondence. Address ROWELL'S ADVERTISING BUREAU, 10 Spruce St., New York.

Why?

Yes, why is it that more than three-quarters of the advertising in the 1400 local papers of the ATLANTIC COAST LISTS is received from long-time advertisers, who renew their contracts from year to year?

Why is it that these same advertisers renew their contracts yearly?

Because

Yearly advertising, when properly constructed, pays in the ATLANTIC COAST LISTS, and bright advertisers, when they find proved-paying mediums, hold on to them rather than do much experimenting.



Bright Men are the Ones to Follow.

Catalogue and full information upon request.

Atlantic Coast Lists,
134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. VI.

NEW YORK, MARCH 23, 1892.

No. 12.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, March 5, 1892.

I had a long talk the other day with Mr. Samuel Clarke, proprietor of Clarke's Night-lights, Fairy Lamps, etc., and an advertiser of very long standing. He is a fine old man of business, full of energy and enthusiasm, and carrying his seventy odd years very lightly. "I walk sixty miles a week," he said, "winter and summer"—which is a good record. He is a firm believer in newspaper advertising, and conducts that department of the concern single-handed. Here are a few of his opinions, and some facts in relation to his business.

"We have about a couple of hundred workers at the factory—about a hundred and twenty of them women—and the same number working at their own homes, the latter making boxes and twisting wicks. There was no advertising done before my time. The business was started, as a candle factory, by my father and elder brother. Yes, I am more than satisfied with advertising, and the business would not be where it is, or anywhere near it, if we did not advertise. The more I do, the better I am pleased with it. Most of it is done through agents—Crossley, Moir & Co.—but I deal with a few papers direct."

"I suppose yours is not a business for all the year round," I said.

"Well, not quite. We make our largest effort in the winter; but I keep a little going all the year round. One year we stopped advertising altogether in the summer, but it was a mistake, and we lost more than we saved and had to spend more money in picking up lost ground."

A good many bright ideas have illuminated Mr. Clarke's Night-light advertising. The famous "Burglar's Horror" was his. It is the name of a small night-lamp, advertised by the picture of

a larcenous individual of the Bill Sykes persuasion, who, alarmed by this silent watcher, was represented as retiring in dismay from a house thus guarded—which is a new (night) light on the manners and customs of the burglarious profession. The firm is also great on baby-food warmers, bronchitis kettles, vaporizers, inhalers, and a remarkably pretty and artistic system of illumination for conservatories, etc., called "fairy-lamps."

I asked him what he thought of the change of copy question. "I think it is well to change copy often enough to avoid staleness," he said; "but when an advertisement has done good service, it is sure to be worth reviving at some date. I think an 'old friend' turning up again has a pleasant effect. On the other hand, the efficacy of an advertisement wears off for a while if it appears too often."

The proprietor of a London weekly has hit on a curious mode of using up unsold back numbers. He cuts them up into small discs, including the cover, and by hydraulic pressure and other means moulds them into walking-sticks, which present a mottled and ringed appearance, owing to the printers' ink showing at the edges of the white paper, and to the regular succession of rings from the colored cover, which is of a singularly atrocious pink. "To such base uses do we come at last!"

The recognized commercial status of newspaper space as a commodity is illustrated by the practice which some advertising agents have adopted of buying up certain specified positions, in which they thus secure a monopoly. Of course, there is not the least difference, from the standpoint of economic science, between a shilling's worth of newspaper space and a shilling's worth of, say, lead pencils, and it had never occurred to me that any one could imagine any distinction until the difficulty which PRINTERS' INK has been having with the Post-Office en-

lightened me. The following advertisement is a still more recondite matter, and one well calculated to exercise the erudite acuteness of the American Postal Department—for it is a *newspaper advertisement of newspaper space*. How is that for Mr. Wanamaker's young men?

WILLING'S, 125, Strand, W.C. ADVERTISÉMENTS inserted in the DAILY NEWS, and in all London, Provincial and Foreign Newspapers.

EXCEPTIONAL TERMS for a SERIES. Sole Contractors for the SPECIAL CORNERS on Top of Front Page of the

MORNING STANDARD,
EVENING STANDARD,
MORNING ADVERTISER,
PEOPLE, and

Corners on pages 2, 3 and 6 of THE GLOBE, Sole Agents for all Advertisements in the OFFICIAL GOVERNMENT POLICE GAZETTE.

WILLING'S, 125, Strand, W.C. Branch Offices: 162, Piccadilly, W. Telegraph Address, "Willing's, London." Telephone, No. 2773.

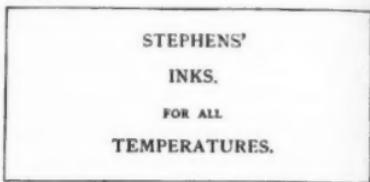
* * * * *

American newspapers are much better off than ours, however, except in the case of very heavy English ones. Here the postage on any newspaper, recognized and registered as such at the General Post-Office, is one half-penny—namely, one cent—to any part of the United Kingdom, irrespective of weight. Thus PRINTERS' INK, being registered, would go no cheaper, in any number, than the *Chemist and Druggist*, for example, which weighs over ten times as much. A newspaper is defined as a periodical, printed and published at intervals of not more than seven days, bearing its name at the top of every page, and such that the greater portion consists of news or comments on news. But the definition is, in practice, often stretched. Thus, the Postal Guide says nothing about supplements or about their contents: so trade and class periodicals number their advertising portions as a supplement, and still get within the rule. Moreover, by a tacit extension, many publications which do not consist mainly of news or comments thereon are let in. The postage on printed matter and books other than newspapers is at the rate of a halfpenny for every two ounces or fraction thereof. All postage is, as a rule, paid in stamps, but on large numbers it can be paid in coin (checks not taken), providing the packages are all made to face one way and are tied up by the sender in bundles of 60 or 120. The charge is a halfpenny per package under 200, just as if prepaid by stamps; so that there is no

money gain, but only an increased convenience, by this plan. Each package is treated as a separate transaction, in either case, and is subject to a minimum postage. This plan does not apply to newspapers at all. They must be stamped separately.

* * * * *

One of the most striking of out-door signs lately brought into prominence here is an enormous thermometer, in a frame of enamelled metal, affixed to doors of stationers' shops. It is about four feet in length; the fluid seems to be colored alcohol; the degrees are of course so large as to enable one to read off the temperature from the other side of a wide street, on doing which one is not likely to miss the advertisement, thus:



This is brought out by the manufacturer and inventor of the well-known blue-black writing fluid, such as the late Richard A. Proctor, the astronomer, used to abhor so heartily and denounce with such characteristic and amusing vehemence.

THREE STYLES OF ILLUSTRATED ADVERTISING.

By Geo. E. Walsh.

The use of pictures in advertising is not new, but art in advertising is of recent development. The coarse and repulsive pictures of a generation ago, which were used by advertisers, do not reflect the taste of the age nor properly draw attention to the goods to be sold.

In using illustrations for advertising purposes one should confine himself to one of several classes of pictures. The superb work of art—the real product of a high-grade artist—comes first. The intrinsic value of the picture will attract notice. It must be so superior to the common grade of pictures that the artistic eye instinctively singles it out from the others and dwells upon it. It is probably the most effective way of advertising, but it is also the most expensive.

The timely, popular picture, which reflects some current idea or thought, and then leads gradually to another

matter, requires study and genius to manufacture. It is the art of the journalist to do this. It holds the same relation to art as journalism does to literature. It is more popular with the masses than the higher products of genius, which require training and education to appreciate. Such an illustration must attract attention by its very timeliness—by the manner in which it interprets passing important questions of the day. The reader at first thinks that it is an illustrated article for him to read, and if the wording which follows is appropriate he finds himself reading the whole article before he realizes the full import of the production.

The comic pictures follow the other two as a means of attracting attention. These must be truly humorous, and not a strain after an effect. So popular has this become that some of the leading magazines employ the best comic artists to make series of funny pictures to scatter through the advertising pages of the periodicals. The reader is thus forced to turn the leaves in the back of the magazine, where the advertisers display their wares for sale. Truly comic pictures will be studied by the most obtuse mind, and if a joke is connected with the illustration they will heartily appreciate it, even if it does lead into something never anticipated.

All of this requires art. It demands attention. It necessitates study—in short, special work. It is art in advertising, and one must make a specialty of this to produce the best results.

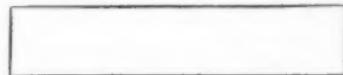
NOTES AND CRITICISMS ON ADVERTISING TYPOGRAPHY.

By an Old Printer.

Much advertising is now done in the elevated cars. I doubt whether it pays very well, but it seems to attract the advertiser. Among the most persistent are some people who have a kind of catsup known as "tomatoketchup," all in one word and printed in red. The mixture is a good one, but in the desire of the advertisers to obtain the effect of a red line, without paying much extra for it, they have had great numbers of cards bearing this mystic word printed before the black, and then have endeavored to fit the black in around it. As the notices are of different lengths, we often see the sentence end without a period when there should be one, because at the time the

red was impressed it was not known where the phrase would come, and again the period is found where it should not be. Great gaps of white are often to be seen on either side of the rubric. Much of the charm of a good advertisement consists in having one part well fitted to another.

I am reminded by this that it is too frequently the case that more red is used in advertisements than is necessary. No bill, poster or circular should contain one-half or one-third red—a quarter or a fifth is often too much. An ordinary page in black is lightened up very much by a single letter in red, perhaps not over half an inch high, and wide in proportion. Yet the page will possibly be seven inches by four. A red line around the page should be of a pearl thickness. This brightens the whole, while a heavy line would glare. A very effective way to give point to matter in a circular is to underline in red the emphatic words. To do this a brass rule having a body as thick as a lead should be turned upside down. On a very open circular the most emphatic words can be put in a panel, like



this, although then they need to be set off from the enclosed matter by at least a lead.

Few advertisers appreciate the importance of going to a first-rate job office to get their advertisements set. I am of course speaking of the men who do general advertising. The best establishments have many more varieties of type, it is apt to be newer, and a man of judgment is more likely to be at the head of affairs. An electrotype is never as sharp as type, and good results can never be had from old or battered letters. On the other hand, some printers who have good offices want your favors to look "fine." Gingerbread work, or that which involves much difficulty, pleases them. Override this at once. The object of an advertisement is that the reader may take notice, and most readers are too indolent to do so unless provoked to it. Plain, readable type only should be used. It may be fanciful, but it should be legible. Set it up, over and over again, till it pleases you. You are the judge, not the printer. At the same time his rules are most likely to be sound ones, founded on experience.

If the copy is very baffling, have it set up in two or three offices. An advertisement which will cost in one form ten thousand dollars before its matter and shape are changed, fully warrants an expenditure of thirty or forty dollars to get it straight, in the first place.

Means' circular about advertising, addressed to the dealers in his shoes, makes me think of the early days of the war, when I published a country paper in the interior. Agents from the great medicine concerns used to come around and visit us, as they had the newspapers on which I had been employed as apprentice and journeyman before the war. Such an agent generally had a carpet-bag, filled with cuts. He first inquired as to circulation, and then as to price. Say that was fifty dollars a column a year. He would gaze at us, as we expatiated upon the benefits he would reap, and then calmly say: "I will give you twelve dollars for half a column, reading notices once a month." He would then draw out twelve reading notices, a stereotype rather longer than half a column, and a contract. While you were considering it his pocket-book opened and twelve dollars were extracted. Your virtue evaporated, for did not the oldest boy need a pair of shoes, the wife a calico dress, and yourself a hat? The sum was accepted and the contract signed. Often, indeed, so good a price would not be given.

STILL NOT PERFECT.

Mr. J. M. Page, of the *Democrat*, published at Jerseyville, Ill., and corresponding secretary of the National Editorial Association, writes as follows:

JERSEYVILLE, Ill., March 8, 1892.

Publishers' PRINTERS' INK:

I noticed in PRINTERS' INK of March 2d reference to bills in Congress pertaining to newspapers and publications. The bill commented on was amended previous to the publication, but I presume you did not see it. I, therefore, send one to you as it is amended. I do not think it will injure any "country newspaper." Yours, J. M. PAGE,

Cor. Sec., N. E. A.

Following is a copy of the bill, as amended, and referred to the Committee on Post-Offices and Post Roads:

H. R. 6917.

Mr. Scott introduced the following bill:

A BILL

To amend the postal laws so as to prohibit advertising sheets from being transmitted as second-class matter and limiting the number of sample copies that may be mailed at second-class rates.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled: That publications of the second class, except as provided in section twenty-five of the act of March third, eighteen hundred and seventy-nine, when sent by the publisher thereof and from the office of publication, including sample copies, or when sent from a news agency to actual subscribers thereto or to other news agents, shall be entitled to transmission through the mails at one cent per pound or fraction thereof, such postage to be paid as now provided by law: Provided, That hereafter no publisher shall be permitted to mail sample copies of newspapers or periodicals (after the first issue of the same) in excess of one-half the number thereof mailed at the same time to regular subscribers, except at the rate of postage applicable to transient second-class matter, that is to say, one cent for every four ounces or fraction thereof, payable by stamp attached, every sample copy to be plainly marked as such before being deposited in the office for mailing, and to be exactly the same as some regular issue of the publication of which it purports to be a sample: Provided, That the right to mail sample copies, except at the rate of one cent for every four ounces or fraction thereof, payable as aforesaid, shall be absolutely denied to any newspaper or periodical the publisher of which guarantees to advertisers or others a specific circulation thereof in excess of the number actually subscribed for or sold, and to (all trade or special publications) the publishers of which are engaged in such trade or special business, or whose trade or special business is advertised in such publication, and the publishers of said trade or special publications exclude advertisements of competitors engaged in the same trade or business.

Sec. 2. That all acts and parts of acts inconsistent herewith are hereby repealed.

It is not difficult to understand how a resolution endorsing such a bill could be introduced into the hurried session of an editorial convention, and be passed without much opposition. But if the bill in its present form should ever become a law, serious questions as to its meaning and application would be certain to arise.

After a great deal of study of the last dozen lines of Mr. Scott's bill, PRINTERS' INK is unable to make out what it does mean. Probably, however, it is intended that a trade or class publication must not be issued by a person engaged in a kindred business, but the bill, as amended, will permit a country publisher to keep his job office.

It will be remembered that PRINTERS' INK called attention to the fact that this bill, as originally drawn, would drive half the country papers out of existence.

PRINTERS' INK doesn't much care what the law about postage on second-class matter may be, but it would very much like to have it so worded that an ordinary individual can comprehend its requirements and conditions.

A LITERARY SUCCESS.

The papers are all after me—
They say they like my "style";
The "little things" that I "dash off"
Are welcomed with a smile.

The products of my pen they'll print
On any page I say,
And if I hint at an "encore"
They'll use them every day.

"Tis not alone in dailies big
That you my work may scan,
Nor yet in pious papers or
Those of the "funny man."

The ponderous monthly magazines,
The organ of the Knights,
"The Farmer's Weekly Guide to Wealth,"
"The Friend of Woman's Rights,"

The sheets that claim to be "inside"
With "shrewd investors' tips,"
The obscure prints and those that are
On everybody's lips,

The mouth-pieces of lawyers and
Of devotees of art,
Of plumbers and of architects,
Of mine, and mill, and mart,

In English, German, French and Swiss,
Welsh, Swedish and Armenian,
Norwegian, Russian, Portuguese,
Italian and Bohemian—

All publications, in all tongues
Within our mortal ken,
Are mighty glad when they receive
A tid-bit from my pen.

"The editors" ne'er sign and send
A printed document
To tell me that my manuscript
Were better never sent;

Nor do they pat me on the head
And say that, though declined,
My screed "not merit wholly lacks"—
So kind! so very kind!

I do not claim to rank with James
Or Howells or such lads;
Yet my work "goes"—because I make
My living writing "ads."

ARTHUR ELLIOT SPROUL.

A KANSAS OPINION.

There is no debt with so much prejudice
put off as that of justice.—*Plutarch*.

Modern progress in trade has given
rise to a novel class of periodicals called
"trade organs" devoted to the
interests of special classes of business.
So rapid has been the development of
these periodicals that there are many
trades which depend upon them for
information essential to business success.
A month ago the *Capital* referred to
a decision by the Post-Office Depart-
ment depriving one of the most im-
portant of these papers, called PRINTERS' INK, of its rights as second-class
mail matter on the ground that its
principal object was to advertise the
business of its proprietor.

This does an injustice not only to
Mr. Rowell but to the newspapers of
the country and an enormous clientele
of advertisers who look to PRINTERS'
INK for suggestions in advertising
methods and mediums, and either the
decision should, in justice, be reversed
or else the laws should be revised. We
do not know, nor does the Post-Office
Department, what Mr. Rowell's prin-
cipal object may have been in establish-
ing PRINTERS' INK, but it is a trade
paper valuable to every newspaper and
every advertiser in the country. The
value which the *Capital* sets upon it
may be apprehended from the fact that
we regularly subscribe to fifty copies of
PRINTERS' INK and order them sent to
merchants in this city and vicinity. It
is one of our most desirable exchanges,
also, and an interpretation of the law
which imposes upon PRINTERS' INK
additional postage of over \$700 per
week argues either a misapprehension
of the character of the periodical or a
law badly framed to protect business
progress. The shortest and safest way
out of the muddle would doubtless be
a revision of the law bringing it down
to fit modern times.—*Topeka, Kan., Capital*, March 9, 1892.

NOT PROFITABLE.

From the New York Mercury.

The failure of W. B. Riker & Co., the Sixth
avenue druggists, who were practically the
originators of cut prices in the drug trade,
shows that large sales were not the result of
low prices. In addition to cutting the retail
price of standard medicines, Riker made up a
full line of similar remedies bearing his name,
which were sold in preference to the standard
preparation whenever possible. Riker & Co.
engaged in this business on a large scale and
spent considerable money in endeavoring to
find a market for their goods. The failure
was a surprise to druggists and the public.
Cut-rates and substitution don't pay in the
long run.

NEWSPAPER REPORTING IN CHICAGO.

From Chicago Figaro.

* * * "Interviews" of this sort are largely
responsible for the pert remarks foreign news-
papers are in the habit of making at the
expense of their American contemporaries. Not
the least amusing feature of the article was
the reporter's evident delight in his own im-
portance. Rarely have I seen such a gem of
reportorial rhetoric. Some extracts:

Among those who live at the Ontario is a
reporter for the *Tribune*.

The reporter had finished his morning meal.

The reporter gave his name.

The reporter replied that he was a reporter.

The reporter suggested.

The reporter's idea was to ascertain.

The reporter tried to ask a question.

Mr. Bacon ate ham and eggs during this inter-
view. If the supply had run short he might
have cut a slice off the reporter and not noticed
the difference.



HIS NEW ROLE.

Buskin—Ah, De Thespis—out in new togs,
eh? Struck an engagement?
De Thespis—Yep.
Buskin—What line?

"The Postmaster-General has sat down on PRINTERS' INK."
"The deuce he has! Well, he can get a pair of new trousers cheap; he's in the trade."—*Puck*.

Emperor William betrays contradictory symptoms. He displays great excitability and is eccentric almost to insanity; but, on the other hand, he has discontinued his subscription to *Punch*.—*N. Y. Evening Sun*.

Jerry Inright, a farm-hand well known throughout this section, called at the *Courier* office yesterday to deny the rumor that he had hanged himself. In other words, Jerry Inright is Jerry Allright.—*Canajoharie Courier*.

Important to Journalists.—Editor: I wish I could strike some plan by which I could double my circulation.

Friend—There are several ways by which that can be done.

"How so?"
"Well, all you have to do is to marry. Then two hearts will beat as one; and, of course, you will double your circulation."—*Texas Siftings*.

A Slight Error.—From *The Plunkville Bugle*: "We attempted to say that Deacon Podbury had run across a den of rattlesnakes in his low-ground field last week, but the printer made it read 'bottlesnakes.' The Deacon came in and remonstrated with us, and our eye is a sight; but we have the satisfaction of knowing that the printer looks a blamed sight worse."—*Indianapolis Journal*.

Our Own Lost Lydia.—A new candidate for President is Mary A. Livermore. She has the indorsement of John Hooker, of Hartford, and of the *Woman's Tribune*, of Washington. It would be more or less proper to have a woman among the leaders in the struggle next November, for the petticoat, while an inspiration, is a shield against injury as well; but our choice for this honor perished with the death of Lydia Pinkham, and the remnants of our blasted affections will be true to her memory forevermore.—*Judge*.

Man born of woman is of few days and full of schemes to get his name in print.—*Texas Siftings*.

The poet who wrote "Man wants but little here below," had evidently never seen the advertising columns of an American newspaper.—*Puck*.

An appreciative subscriber sent the editor of a weekly exchange a coffin. In returning thanks for it he says: "All that we need now is a lot in the cemetery and a first-class grave-digger. We already have the doctor and the obituary."—*Atlanta Constitution*.

The delicacy of New York dry-goods merchants is inexpressibly sweet. One of them has this sign over a lot of shop-worn muslin night-gowns: "Dream-robes, eighty-nine cents." Another enterprising clerk has a stock of garters labeled: "Novel designs in knee-girdles."—*N. Y. Evening World*.

Journalistic Item.—"Sir," said a pompous personage, who undertook to bully an editor, "do you know that I take your paper?"

"I've no doubt you take it," replied the editor, "for several of my subscribers have been complaining lately about missing their papers."—*Texas Siftings*.

What He Meant.—Young Reporter: The storm king hurled his torn and tumbling torrents over the ruins of the broken and dismembered edifice.

Old Editor—What's that? What do you mean, young fellow?

Young Reporter—I er—er—the flood washed away Patrick McDougal's old soap factory.—*Tid Bits*.

An Unjust Insinuation.—Actor: Did you read that puff for me in the *Daily Hooter*?

Friend—Yes, I read it, and I'll bet you wrote it yourself and paid to have it put in the paper.

Actor—That's an uncalled for reflection. I'd have you know that I never pay for anything.—*Texas Siftings*.

A PRIMITIVE ADVERTISEMENT.

THE J. B. WILLIAMS COMPANY,
Established 1840.

GLASTONBURY, Conn., March 16, 1892.
Editor of Printers' Ink:

That advertising as a means to prosperity is becoming very generally appreciated, may be inferred from the enclosed, copies of which were recently distributed, in manuscript form, from door to door in this quaint old town.

I thought it might be of interest to you, as illustrative of the first step in the evolution of advertising. Yours very truly,

BERNARD T. WILLIAMS.

To the People of Glastonbury & Vicinity
William Tennant being out of work at the present time wish to inform everybody that I am prepared to do all kinds of jobbing in the line of Painting & Carpenter work also furniture repairing of all kinds I can clean Paint or varnish chamber sets and all old goods to look like New can bronze clocks ornaments Picture frames &c can fix your old chairs will varnish or Paint them at 15¢ a piece can make you a step ladder ironing boards wash binch stooles baking boards shelves and in fact anything from a \$c job to a \$000 job knives & shears sharpened window glass put in & odd jobs Promptly addidned to now dont forget me Will be found at Present in Covills Brick House or address Postal to William Tennant Post Office all goods called for and delived Promptly.

THE LAW IS STILL VIOLATED.

BELLOWS FALLS, Vt., March 11, 1892.

Geo. P. Rowell & Co.:

In PRINTERS' INK of February 24 was an exposure of the case of the *National Bulletin*, published by the Republican National Committee, a paper entered as second-class matter and devoted entirely to advertising the business of its publishers. The latest number of this "legitimate" publication that we have seen is No. 3. Does any one know of a later issue being sent through the mails at second-class rates?—*PRINTERS' INK*, March 9.

I have No. 6 at hand now, which came at pound rates. Respectfully,

B. H. ALLBEE.

WANTS.

Advertisements under this head 75 cents a line

WANTED, Results.—Vick's Magazine's "300,000 guaranteed" gives them. 38 Times Bldg, N.Y.

LITHOGRAPHING, established house, office partner with \$12,000 wanted. GRIGGS & CARLETON, 202 Broadway.

YOU should get our prices on Embossed Catalog Covers. Designs furnished free. GRIFITH, AXTELL & CADY CO., Holyoke, Mass.

FREE Trial Ad., if unobjectionable. Send ad., not to exceed 50 words, and 10 cts. for sample copy. VAN DORN'S MAGAZINE, Mt. Morris, N.Y.

WANTED TO BUY—Stereotyping outfit for a job office; a combination machine preferred. Address, giving description and price, "DER DEUTSCH CORRESPONDENT," Baltimore, Md.

BRIGHT MAN, RARE CHANCE. Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00 salary, \$1,000.00 per year to start. Only hustler need apply. Box 55, Printers' Ink.

WANTED—Some young man with small capital to buy a half or whole interest in a semi-monthly magazine. A good field. Several hundred dollars required. Address with and for particulars, "E. C. J.", care of Printers' Ink.

CANVASSERS WANTED to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of Printers' Ink, 10 Spruce St., New York.

WANTED—A pushing, energetic man of some experience and good executive ability to take charge of the advertising and salesmen of a cereal product. Address, stating experience, references and salary desired, "CEREAL," P. O. box 3490, New York City.

WANTED—By a weekly paper, having a general circulation of over 5000 copies, an active, experienced man, to take entire charge of the advertising. Liberal commissions to the right man. Address "P. & L." Box 15, Station "D," New York, naming references.

WANTED—Publishers of newspapers to answer the question: "Why should we pay 35 to 45 cents per M for our composition, when we could get it at from 13 to 30c. by using the Thorne Type Setting Machine?" THORNE TYPE SETTING MACHINE CO., 175 Monroe St., Chicago.

ASSISTANT business and advertising manager of one of the most successful publications in America wants to communicate with publisher of an established paper offering field for development with a view of purchasing a whole or part. Address "INTEREST," care Printers' Ink.

EVERY ISSUE of PRINTERS' INK is carefully read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-five words can be inserted for three dollars. As a rule one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 75 cents a line

FOR SALE—Advertising, "No Proof, No Pay," 300,000 monthly. Vick's Magazine, N.Y.

4 Lines \$1. 1 line \$3.50. 1 col. \$45.55. 1 page \$156.88. 50,000 proven. Woman's Work, Athens, Ga.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N.J.

SEND 2c, for new advertising medium. Big money. Ballard & Kirschbaum, Worcester, Mass.

GRAS ENGINES, slightly used, cheap. Perret slow-speed electric motors. KENNY, 99 Liberty St., N.Y.

REAT BARGAIN on Double Cylinder Press, \$400, if taken now. Address DAILY NEWS, Springfield, Mass.

40x60 COTTRILL & BABCOCK PRESS; air spring; first class; sacrifice—\$1,300. W. A. POST, Printing Outfit, Kansas City, Mo.

FOR SALE—Leading Republican daily in city of 70,000. Price \$25,000. MIZE BROS., Newspaper Brokers, 149 La Salle St., Chicago.

FOR SALE—Printed mailing list, high-grade publication, nearly all married ladies, 18-31, \$5,000. NAT'L SUPPLY CO., 130 Adams, Chicago.

55,000 Names and addresses. A complete directory of the most enterprising Western teachers for 1892. Write Prof. HULL, Shelton, Neb.

FOR SALE—1/2 interest in leading weekly in growing city in Eastern Mass. Big advertising and job printing patronage. Address "MANSFIELD," 223 Washington St., Boston, Mass.

ADDRESSES—5,000 farmers and villagers, West and South; fresh and reliable; never sold before. Over 500 names in the list. Printed, \$5.00 for all. THE MESSENGER, Owensville, Ind.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts. on each returned "dead." Try 1,000. AGENT'S HERALD, Phila., Pa.

FOR SALE—Old-established rubber stamp business. Two catalogues. Also services of owner can be secured. Loss by fire reason for selling. Address F. P. HAMMOND, Aurora, Ill.

FOR SALE—An afternoon daily in one of the pleasantest New England cities. Splendid opportunity for a bargain for one or two practical printers with limited funds. Address "H. B." Printers' Ink.

NEWS PAPER MEN, ATTENTION—Whole or part interest in an established newspaper (afternoon) in a large Southern city for sale; this is a chance of a lifetime. Address "SOUTHERN," care of Printers' Ink.

FOR SALE—Bullock Printing Press, in perfect running order; but very little used. Capacity from 8 to 10,000 per hour. At very low price and reasonable terms. Address ARTHUR VON SENDEN, P. O. Box 188, Pittsburg, Pa.

FOR SALE— $\frac{1}{4}$ or whole of 3-5 interest in fine plant, in best city in Southern Illinois, or will exchange for good plant in N. Y., N. J., Mass. or Penn. Address, with full particulars, if you mean business, "SOUTHERN ILLINOIS," Printers' Ink.

SPRING LISTS of 35,000 prime, A 1 cash-order, **S** new Agents' and **C**anvassers' Addresses. Just out. Classified by States. Only \$1 per M. \$27; in one order, will take the 35 M. No "cheap" names. No duplicates. Address S. M. BOWLES, J. P. Woodford City, Vermont.

IMPORTANT! Printers and Advertisers, 5,000 stock cuts, initials, comic and other illustrations, 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue &c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-five words and send it, with three dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

A GREAT BARGAIN—For sale, the only exclusive job printing office in El Paso County, Col., located at Colorado Springs, and doing a good business; price, \$2,500, about half the cost of the material, which is all new; reason for selling, proprietor is publishing a newspaper in Kansas which occupies his entire time. Address the JNO. Q. ROYCE PRINTING HOUSE, Colorado Springs, Col., or JNO. Q. ROYCE, Smith Centre, Kan.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

V

V^{IC}

G^{RIT}

VICK'S

VAN BIBBER'S.

VICK'S Magazine.

200,000 Vick's.

VICK'S, \$1.25 per line.

SPOKANE SPOKESMAN.

VICK'S 200,000 is Guaranteed.

VICK'S, 3 mos. or 200 lines, \$1.18.

VICK'S, 6 months or 400 lines, \$1.12.

VICK'S, 9 months or 600 lines, \$1.06.

VICK'S, one year or 1000 lines, \$1.00.

L^{EVEY}'S INKS are the best. New York.

T^HE TOURIST. Have you seen it? Utica, N.Y.

P^OPULAR EDUCATOR, Boston, for Teachers.

VICK'S 200,000. Endorsed by Rowell because it's so.

VICK'S 200,000. Endorsed by Morse because it's a fact.

I^T WILL PAY YOU to know MISTCHAYACK. He writes advs.

VICK'S 200,000. Endorsed by Thompson because it's proved.

J^{OHN} T. MULLINS' MAILING AGENCY, Franklin, Del. \$2 per 1,000.

BUFFALO TIMES proves over 23,000 circulation. It will pay you.

SILK PIECES FOR PREMIUMS. E. M. LE MARIE, Little Ferry, N.J.

VICK'S Mag. H. P. Hubbard, Manager. 2 Times Building, New York.

VICK'S Magazine, 200,000, takes no doubtful ads. Hence, good company.

A GENTS' GUIDE, New York. The leading agents' paper. Send for copy.

T^HE NEW HAVEN NEWS IS DISTINCTIVELY THE Family Paper of New Haven.

T^HE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N.J.

BOSTON HOTEL GUIDE is ready by every New England hotel keeper. Very newy.

\$1 Buys 1 inch, 4 times in OHIO STATE NEWS and SUNDAY NEWS, Youngstown, O.

VICK'S, 200,000. Endorsed by Rowell, Morse, Thompson and all agents. Can't help it.

"X LCR" NEWSPAPER ADVERTISING AGENCY, 619 Walnut St., Phila., Pa.

"PUT IT IN THE POST," South Bend, Ind. Only morning paper in Northwest Ind.

VICK'S, 50 cts. per year, hence popularity. Advertisers guaranteed 200,000 or no pay!

M^EDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

A NATIONAL CIRCULATION. THE CHRISTIAN PATRIOT, Morristown, Tenn., has it

CIRCULARS, &c., distributed in this & adjoining co's. Terms right. N. L. LYONS, Leeds, U.

O^{HIO} STATE JOURNAL. Daily 12,370, Wed. by 22,450, Sunday 16,356. Covers Central Ohio.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N.Y.

FREE Advertising—The Middleman, Chicago, sends sample with free advertising certificate for 10c.

D^{EWEY}'S Canada Newspaper List (60 pages) adv. rates 30c. line. D. R. DEWEY, Hamilton, Can.

I^T IS BIGGER — THE TERRE HAUTE ENTERPRISE than any paper in Indiana outside Indianapolis.

I^F YOU WISH to advertise anything anywhere at any time write to GEO. F. ROWELL & CO., No. 10 Spruce St., New York.

\$1.50 FOR 5 LINES 26 days. Display ad. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n, 6,500.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

O^{UR} RATES are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

T^HE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'r'n homes. Advise!

H^{IT} THE CYCLONE NOVELTY CO., Main Bldg., Kansas City, Mo., with a letter for description of NEW ADVERTISING NOVELTIES.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U.S. ADDRESS CO., L. Box 1407, Bradford, McKees Co., Pa.

T^HE PHILADELPHIA PRESS and MILWAUKEE SENTINEL are among the prominent dailies to recently adopt the Thorne Type Setting Machine.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

A BIG thing for advertisers. Your goods placed at the disposal of first-class agents free. Write for particulars. U. S. MAILING & SUPPLY AGENCY, Newark, N. J.

KEEP THIS ADDRESS, it will not appear again. If you want the newest and latest advertising novelties send for catalogue. U. S. ADVERTISING CO., 96 State St., Chicago.

\$10.00 Pays for printing and distributing 500,000 advertisements in Penna. and N. J. Circulation guaranteed. For particulars, F. STOKES & CO., 121 N. 4th St., Phila.

I BUY, sell and exchange names and mailing lists; also address circulars and wrappers. Fresh goods, all kinds, always on hand at low prices. Write what you want. "STRONG," Box 22, Chicago.

KEEP posted on all Life Insurance Companies. THE INDICATOR'S Pocket Chart is the best. Mailed for 25 cents, postal note or stamps. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

TO NEWSPAPER PROPRIETORS—You want your circulation increased, I can do it, and let remuneration be dependent upon results; highest references; long experience. Address P. O. Box 576, Washington, D. C.

THE GALAXY OF MUSIC, Boston, Mass.—"Out of one edition of THE GALAXY OF MUSIC, in which our advertisement was inserted, we received 550 answers and \$71.50."—H. W. Beecher & Co., New York. Sample and rates free.

ADVERTISERS!—You well know that a correct account of a season's advertising is invaluable when making future contracts. Charles' Advertisement Record enables you to keep such an account. Price only \$2.00. Express prepaid. H. CHARLES, Quincy, Ill.

TOBACCO HABIT CURED BY NO-TO-BAC. Newspaper publishers. Three boxes guaranteed to cure any case, \$2.50. Pay in advertising. Get our book, "Don't Tobacco Spit Your Life Away." Mailed free. THE STERLING REMEDY CO., Box 117, Indiana Mineral Springs, Ind.

WE distribute 1,000,000 pieces of advertising matter monthly in the homes of the people. Ocean to ocean. No postage paid. "Our New Idea" combines economy with results. All advertisers write us. Will interest you. NATIONAL ASSOCIATE ADV. CO., Lakeside Bldg., Chicago.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co.'s "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

YOU OUGHT TO KNOW, YOU KNOW. If you don't know that the Galveston NEWS and the Dallas NEWS (publication offices 315 miles apart) are the mediums for covering the whole of Texas and adjoining territory. If you want to know all about it write A. H. BELO & CO., Publishers, Dallas or Galveston, Tex.

DENVER, Colorado—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

ADVERTISING BY STATES: An eight-page leaflet: conveys concise information about the area and population: indicates the newspapers most valuable for an advertiser's use in each separate State and Territory: together with a map of the United States: sent postpaid for five two-cent stamps. Address ROWELL'S ADVERTISING BUREAU, New York.

AMERICAN NEWSPAPERS printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co.'s "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

HALF-TONE and line work of first quality at reasonable prices and punctual deliveries. Specimens forwarded. PROCESS ETCHING & ENGRAVING CO., 81 Beekman St., New York.

We Write Ads. Weston & Smith, Wash., D. C.

GOOD AGENTS secured among students by using THE COLLEGE-MAN, New Haven, Ct.

AD DRESSES to let direct from letters. GOOD J. H. GOODWIN, 1315 Broadway, N. Y.

NOVELTIES for Publishers and Novelty Dealers. P. O. Box 3046, Boston. Send for Catalogue.

AGENTS' NAMES, New Ones. 1000 for 25c. Western Mail Agency, St. Louis, Mo.

ADVERTISEMENTS written and illustrated by "JOURNALIST," Box 3538, N. Y. City.

GIBB BROS. & MORAN PRINTERS
45-51 Rose St., N. Y.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Washington, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

U. S. PATENTS. 50-page book free, Dr. S. C. Fitzgerald, Wash'gtn, D. C.

NEWSPAPERS get premiums from Empire Co., 23 Reade St., N. Y.

PEORIA HERALD, 6,000 daily, gives quality & quantity.

BOSTON. I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 658 Wash'gtn St.

WOOD ENGRAVING PETRI & PELS
SEND FOR STAMPS NEW YORK.

You know a good thing when you see it. Send 2c. stamp for chromo "Village School." Spencerian Pen Co., 810 B'way, N. Y.

MODEL FOR COUNTRY PAPERS, ADVERTISING Proven practical and profitable in a small town. No fake. Send \$1 to E. S. SMASHEY, Lawrenceburg, Ind.

San Francisco Bulletin Largest evening circulation in California. High character, pure tone, family newspaper.

HEALTH HELPER of Buffalo, N. Y. Dr. J. H. DYE Editor, pays advertisers extra large returns. \$50 per line. \$6000 monthly. Samples Free. TRY IT!

SEND \$3.00 AND GET 24 MOUNTED CABINET PHOTOGRAPHS OF CHICAGO

Parks, Buildings, &c. J. W. Taylor, 151 Monroe St.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

THE EVENING JOURNAL, JERSEY CITY, N. J. Circulation, 15,500. Advertisers say it pays.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

DAYTON (O) TIMES and NEWS Largest morning and afternoon circulation. Combined, 14,000.

Do You Want Agents?

I have sent so far to 35,000 Post-offices for the names of agents for my own use. Send for particulars.

J. SMEAD, Vineland, N. J.

KEYSTONE LIST.

80 per cent. discount. See advertisement in Printers' Ink of Feb. 17. Send for the list.

B. L. CRANS, 10 Spruce St., N. Y.

Arthur's New Home Magazine

Illustrated, Philadelphia, guarantees 800,000 circulation for 1892. Best and cheapest advertising in America.



To Those Who Don't Know:

I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. E. A. WHEATLEY, Chicago, Ill.

EDITORS

who would like to run CARTOONS and LOCAL PORTRAITS, but have been prevented heretofore on account of expense, are requested to send address to

CHAS. W. HARPER, Columbus, O.

Largest Beer Brewery in the World

PABST-Milwaukee sales 1891, 790,290
Anheuser-Busch, St. Louis, 602,078

PABST leads with, 188,212 bbls.

4 UNIQUE "ADS," \$10.

I have an entirely new style of newspaper advertising. Sure to become popular. Adaptable to any business. Requires no cuts. I will write four of these advertisements, not exceeding 100 words in each, for \$10, and give each customer territorial rights. Half cash must accompany order. Balance ten days after receipt of copy. Address JOHN S. GREY, "Idea Factor," 103 Potter Building, N. Y.

ESTABLISHED 1852.

L. P. FISHER,

Newspaper Advertising Agent,
21 Merchants' Ex., San Francisco

WILL ACT

as local agent for firms or advertising agencies in carrying out plans of advertising that require personal supervision or attention in Chicago.

"*Experience has value.*"

H. S. DERBY,

Room 1300 Auditorium Bldg., Chicago.



ALDEN & FAXON,
Newspaper Advertising Agents, 66 & 68 W. 3d St., Cincinnati, O. Make a specialty of writing advertisements and of devising methods by which money can be made out of newspaper advertising. Sample advertisements on application.

STUDY LAW AT HOME.

Take a Course in the Sprague Correspondence School of Law. (Incorporated.) Send ten cents (stamps) for particulars to

J. COTTEE, Jr.,
Sec'y, Detroit, Mich.
212 Whitney Block.



The Naked Truth

Must be told every time. We have enabled advertisers to make money by using our publication. The truth remains that when it pays the advertiser it pays the publisher. That is the central idea of our success. SCHOOL BOARD JOURNAL, 150 Nassau St., N. Y.

San Francisco Call.

Established 1853.
Daily, 56,759—Sunday, 61,861.
The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.

TO PUBLISHERS of LEADING PAPERS



We have a few Paenmatic Bicycles, price \$135.00, which we will exchange for space in leading papers, either daily, weekly or monthly, having a circulation of not less than 20,000 copies. If you want one make your best offer to WESTERN PEARL CO., Chicago, Ill.

\$14 No. 62 DESK.

Packed and Delivered on cars. Oak and Walnut. Size, 52x30 inches. Polished Veneer Top. Two slides above drawers. Superior in material, workmanship and finish. Over 28,000 of these Desks in Use. Send for Desk Catalogue. WM. L. ELDER, Indianapolis, Ind.



The Agricultural Monthly with the Largest Circulation West of the Alleghenies.

We promised 70,000 per month. We are giving 78,000.

May, \$1.460.	September, \$2,900.
June, \$8,500.	October, \$7,000.
July, \$7,000.	November, \$1,000.
August, \$2,800.	December, \$9,460.

Total, eight months, 624,127; average, 78,016.

• • • • •

RIPANS TABULES regulate the stomach, liver and bowels, purify the blood, are safe and effectual. The best general family medicine known for Biliousness, Constipation, Dyspepsia, Foul Breath, Headache, Heartburn, Loss of Appetite, Mental Depression, Painful Digestion, Pimples, Sallow Complexion, Tired Feeling, and every symptom or disease resulting from impure blood, or a failure by the stomach, liver or intestines to perform their proper functions. Persons given to over-eating are benefited by taking a TABULE after each meal. Price, by mail, 1 gross, 9¢; 1 bottle, 15¢. Address THE RIPANS CHEMICAL CO., 10 Spruce St., N. Y. Agents Wanted: EIGHTY per cent profit.

• • • • •

Cut this advertisement out and show it to your nearest druggist. If he has not the TABULES in stock write and tell us his name and address and exactly what he said, and we will send you a sample bottle free.

—THE—

Toledo Blade.

Circulation of the Daily Edition now

14,000 to 18,000

copies per day. No other daily paper published in Toledo has one-half the circulation of THE BLADE.

Circulation of the Weekly Edition always above

100,000.

For estimates on advertising write us direct, or consult any responsible advertising agency. We have no "special representative" or travelling men.

THE BLADE, Toledo, Ohio.

The annual revision of the subscription list of THE SUNDAY SCHOOL TIMES has just been made and the regular edition is now **152,000** copies to paid in advance annual subscribers. All unpaid subscriptions have been dropped, new ones paid in advance have been added, and now the new list comes forth fresh and live to give active service to good advertisers.

We fix the price of advertising so there shall be no better and cheaper way to reach this great number of Christian homes than by using THE SUNDAY SCHOOL TIMES.

Put
Them
On
Your
List

Sunday School Times.

Inquiry by mail
will bring full information.



Over 260,000 Copies
Religious Press
Association
Phila

HOME-MAKER MAGAZINE; new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.

Why Is It?--That

FARM-POULTRY

HAS A CIRCULATION OF OVER 25,000 MONTHLY?

Why, secure more permanent business every succeeding issue! Why have old experienced advertisers continued in it since it was founded and frequently use a whole page at a time?

ANSWER: It pays advertisers; it will pay any one who wishes to reach families in the suburbs of large towns, villages and live farmers who have money, and spend it for reliable goods. No others need apply. Over one-half of our readers are women; heads of families.

FOR SAMPLE COPY AND RATES, ADDRESS

I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.

TO GET
GOOD ADVERTISING

GO OR WRITE TO

ROWEll'S ADVERTISING

BUREAU,

10 SPRUCE ST. NEW YORK.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation, over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 30th St., New York.

THE NEW YORK LEDGER

The Great National Illustrated Family Journal of America. A Weekly Magazine of the Highest Class. THE Medium for Reaching the Best Families in Every Town and County in the United States.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.

SUCCESSFUL

advertising is systematic, logical, continuous. This implies the employment of expert service; perhaps of this Bureau.

We place advertisements anywhere.

ROBINSON-BAKER
Advertising Bureau,
107 World Building, N. Y.

"Our Idea of It" will cost you a stamp.

AD=SMITHS.

• PRINTING •

INKS

EXCHANGED FOR

• ADVERTISING •

SPACE

For Price List see page 252 of PRINTERS' INK
for February 17.

Newspaper Publishers wishing to contract for a regular supply of NEWS INKS

or

FINE JOB INKS
and pay in advertising space,
wholly or in part, are asked to address

W. D. Wilson Printing Ink Co., Ltd.,
10 Spruce Street, New York.

PRICE LIST FREE ON APPLICATION.

10 Lines

ONE
IN - { MILLION
ISSUES
OF LEADING
AMERICAN NEWSPAPERS

(of our own selection)

FOR A CHECK FOR

\$20

and the Work Completed within 10 Days.

This is at the rate of only one-fifth of a cent a line for 1,000 circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different Newspaper purchasers—or FIVE MILLION READERS, if it is true, as is sometimes stated, that every Newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. One million issues for \$20.

Rowell's Advertising Bureau,

10 Spruce Street,
New York.

DODD'S ADVERTISING AGENCY, Boston, or
265 Washington Street.

No charge made for the preparation of advertisements ordered through this Agency.

We only stipulate, in requests for estimate, that our figures shall not be quoted or used in any way in placing business except through this Agency.

World
Build'g,
N. Y.
City.

SEND FOR ESTIMATE.

RELIABLE DEALING. — Low Estimates. — CAREFUL SERVICE.


PROVED CIRCULATION
(TRADE MARK)

2/5 c. PER LINE PER 1000.

ONLY RESULTS COUNT.

The successful advertiser uses the successful papers, because from them he gets results. That is why

The Saturday Blade,

The Chicago Ledger,

The Chicago World,

have more advertising than any other big weeklies in the U. S.

400,000 COPIES WEEKLY.

Over 300 different advertisers are using space in

Boyce's List of Big Weeklies

and any one of them can discontinue at any time if it don't pay.

Net Advt. Rate, \$1.60 per line for the 3 papers. Circulation proved each week by P. O. Receipts.

NOTE.—THE SATURDAY BLADE has the largest circulation of any weekly newspaper in the U. S.

Apply for space to any Agency, or to

W. D. BOYCE, Chicago, Ill.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office : No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

Every edition exceeds fifty-five thousand copies.

NEW YORK, MARCH 23, 1892.

PRINTERS' INK aims to present each week helpful and practical matter for advertisers. Articles on topics coming within the scope of the paper will be welcomed by the editor, and, if found acceptable, will be paid for at a fair rate.

THE Democratic National Committee are about to establish a publication called the *National Democrat*. It will start with a free subscription list of about 25,000, and the manager, from whom we get our information, says that just as soon as the thing gets "het up a little" the circulation will run up to a hundred thousand. Publishers of class journals who cannot get them entered as second-class matter will be interested in observing what progress the *National Democrat* makes.

IF a trade paper is a good one, is it any less useful to the public, because the publisher of it is actively engaged in the trade represented?

Would PRINTERS' INK be any more useful than it is now if it should bye-and-bye be published by the PRINTERS' INK Publishing Company, incorporated for the purpose of complying with the terms of a new law?

If John Smith and John Smith, Jr., own a plow factory and an agricultural newspaper, and do business under the name of Smith & Son, will the country be any better off when the firm transfers the paper to the junior partner, and he thenceforth issues it in his own name as publisher instead of the name of the firm as formerly?

Is there any reason why a man should not be just as free to advertise in a paper that he owns as he is in one that belongs to somebody else?

If a paper is not mischievous in its tendency, is it well to encourage something like a press censorship, with the possible result of depriving a useful publication of a means of distribution?

If a paper is mischievous in its tendency, does there not exist a power outside of the Post-Office for abating it?

Is the desire to advertise a wicked longing that editors and Congressmen are bound to repress?

ADVERTISERS are frequently exhorted to suit their advertisements to the papers in which they are to appear, and not insert cuts requiring good press-work in daily papers. Yet, notwithstanding this caution, badly printed cuts are a common feature of dailies everywhere. The Baltimore & Ohio Railroad is a large advertiser, yet it disfigures its announcements in the indifferently printed papers with a cut which makes an impression like this:



That this is really a good-looking trade-mark when well printed is proved by the following impression taken from a periodical which uses good ink, good paper and good presswork:



The blame for the wretched looking cut cannot, with any degree of justice, be laid at the door of the newspaper. The advertiser knows, or should know, just how his elaborate and carefully worked out drawing will appear in the New York *Sun* or *World*. In cases like the above it is better to make an outline drawing of the trade-mark with all detail omitted, or else to leave the cut out altogether and substitute plain typographical display, which can be counted upon to be legible.

TO REACH MINERS IN THE COAL REGIONS.

Editor of PRINTERS' INK:

I have an article which I wish to introduce to the attention of all miners in all the coal and coke regions of the country. My advertisement occupies four inches and is to be inserted one year. Shall I require a large list of papers, and about how much will it cost me? You have answered similar questions heretofore, and so I make bold to ask for the information.

KING COLE.

Coal mines exist in more than one-half of all the States in the Union. Last year about 40,000,000 tons of coal were mined. No "class" journals are read largely by miners. You must rely chiefly upon the local papers issued in the coal regions. Of these there are not less than 800, and four inches one year in say 500 of them daily and weekly will cost about \$6,500, and \$1,000 more can be profitably expended in a good selection of papers published in the interests of labor.

THE REVIEWER.

The increased attention which is being given to the construction of advertisements, both in their composition and typography, is well illustrated by a new move on the part of the publisher of a well known monthly magazine. He has secured the services of an able woman writer of advertisements (formerly of St. Louis), whose business it will be to assist the journal's patrons in the preparation of their matter. A gentleman formerly connected with a Boston type-foundry will perform a similar service in the typographical arrangement of the advertisements. Other magazines that spend so much money in adding to the attractiveness of their reading matter could also well afford to invest a small amount in improving the appearance of their advertising pages. It would be money well spent.

* * *

Testimonials have been a popular factor in advertising from the earliest days down, notwithstanding a general tendency on the part of the public to doubt their genuineness. The Sohmer Piano people some time ago published as an advertisement a lithographed cartoon illustrating the idea. It bore the title :

The piano manufacturers and their testimonial brigade. Drop a \$10,000 bill in the slot and get a testimonial.

Rival manufacturers were represented as angling for the testimonials of

prominent musicians with a fat currency bait. However, I think that if I were advertising an article whose merit did not appear upon its face—such as a patent medicine—I should rely chiefly upon testimonials. It is possible to bring out by them every shade of merit, and even though they are not "beyond suspicion," they have, at least, more weight than the same words coming from a person plainly interested in the sale of the article.

* * *

It is interesting to note the reason assigned for the non-engagement of Mme. Melba, the distinguished Australian prima donna, at the Metropolitan Opera House this season. The managers of the Italian opera troupe state that she was entirely satisfied with the remuneration offered her, but that she would not come to this country unless they would agree to "feature" her. This they were prevented from doing on account of the eminence of the other artists in the company. So Mme. Melba remained at home. While the songstress showed that she was fully alive to the advantages of advertising, she seems to have overlooked the fact that her contract would not have prevented her from receiving the sort of "featuring" that comes from endorsing cosmetics, soaps and pianos. That is usually a very popular method of advertising with the members of her profession.

* * *

Mr. B. F. Wellington, of California, is an original advertiser, who is evidently not at all disposed to depreciate the remarkable properties of his "egg-food for poultry." I append an example of Mr. Wellington's skill in constructing an advertisement :

Are you using Wellington's Improved Egg Food for Poultry?



IF NOT,
WHY NOT?
Every chick,
Every dragoon
Says it!

B. F. Wellington, 428 Washington St., San Francisco.

The profusion of eggs credited in the engraving to a very small force of hens is a wonderful revelation of the possibilities of "art in advertising." It is even possible that an artist with greater imagination and fewer conscientious scruples might have discovered a way of crowding still more eggs into the picture.



A Million a Month!

Times change and men change with them. There are other publications in the world, but none just like "COMFORT." It has newer ideas, newer methods, newer aims.

IT DOES NOT seek to occupy the field of its older contemporaries. It offers a new field entirely.

"If you put it in COMFORT it pays!"

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

LARGEST CIRCULATION.

T. M. UPSHAW,
Fire Insurance Agent,
OKLAHOMA CITY, Ok. Ter. }

The Century Co., New York:

DEAR SIRS—Two friends of mine here made a wager and left it for you to decide as to which newspaper has the largest circulation (DAILY, ONE ISSUE) in the U. S. By replying to the same you will greatly oblige.

T. M. UPSHAW.

The above inquiry has been referred to PRINTERS' INK by the Century Company. In our opinion the paper having the largest circulation, daily, one issue, in the United States is the New York *World*.



Co-operative Newspaper Unions.

What They Are, and Why Advertisers Should Consider Them in Placing Contracts.

Co-operative Newspaper Unions are corporations which make a business of furnishing partially printed papers to publishers who cannot obtain the necessary matter to judiciously fill a whole paper. The printed half of the paper is devoted to National and State news, market reports, selected miscellany and some advertising. The other side, which is left blank, is filled in with home news, local advertisements, etc., by the publisher who issues the paper.

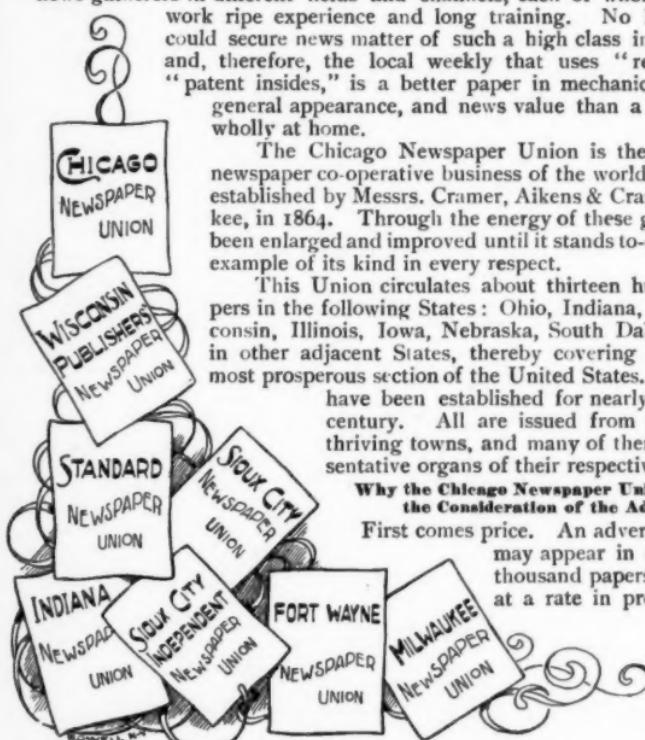
Co-operative Newspaper Unions are profitable to the publishers of local papers because they save the cost of editorial work, composition, presswork, and other minor items, besides enabling them to furnish to their subscribers a much better newspaper, for the columns of the "ready prints" bear the impress of the brightest minds, and are the results of the combined efforts of a thousand news-gatherers in different fields and channels, each of whom brings to the work ripe experience and long training. No local newspaper could secure news matter of such a high class in any other way, and, therefore, the local weekly that uses "ready prints," or "patent insides," is a better paper in mechanical construction, general appearance, and news value than a paper produced wholly at home.

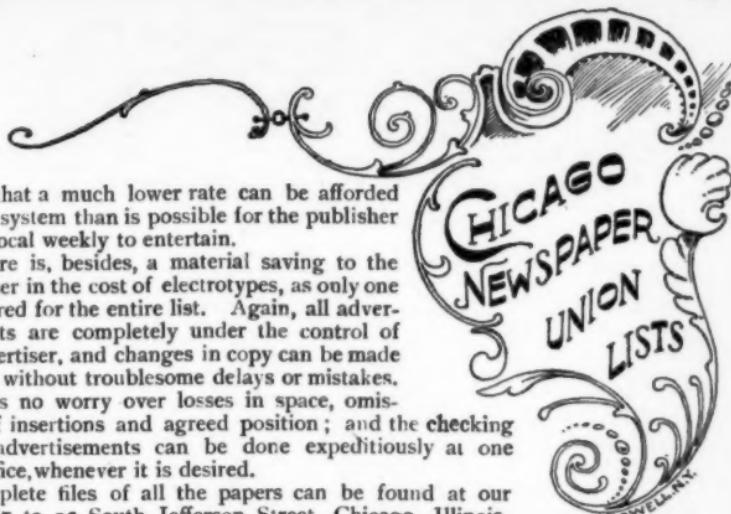
The Chicago Newspaper Union is the pioneer in the newspaper co-operative business of the world, it having been established by Messrs. Cramer, Aikens & Cramer, of Milwaukee, in 1864. Through the energy of these gentlemen it has been enlarged and improved until it stands to-day the foremost example of its kind in every respect.

This Union circulates about thirteen hundred newspapers in the following States: Ohio, Indiana, Michigan, Wisconsin, Illinois, Iowa, Nebraska, South Dakota, and a few in other adjacent States, thereby covering the richest and most prosperous section of the United States. Some of them have been established for nearly a quarter of a century. All are issued from prosperous and thriving towns, and many of them are the representative organs of their respective localities.

Why the Chicago Newspaper Union Commands the Consideration of the Advertiser.

First comes price. An advertisement, which may appear in a hundred or a thousand papers, is charged for at a rate in proportion to the circulation of the entire list, treated as a single publication, so it is easy





to see that a much lower rate can be afforded by this system than is possible for the publisher of the local weekly to entertain.

There is, besides, a material saving to the advertiser in the cost of electrotypes, as only one is required for the entire list. Again, all advertisements are completely under the control of the advertiser, and changes in copy can be made weekly, without troublesome delays or mistakes. There is no worry over losses in space, omissions of insertions and agreed position; and the checking up of advertisements can be done expeditiously at one main office, whenever it is desired.

Complete files of all the papers can be found at our office, 87 to 93 South Jefferson Street, Chicago, Illinois, and at the eastern office, 10 Spruce Street, New York. Advertisers have three months to examine files, at either place. Every facility is afforded to expedite examinations, and it gives us pleasure to assist our patrons in checking up our files. For the information of advertisers, we mail to each, weekly, during the existence of a contract, a RECORD PAPER of each list, giving the number and names of papers printed, and showing each advertisement as it appears in all the papers of the list in which it has been ordered.

Advertisers who wish to cover the territory in which our papers circulate, thoroughly and comprehensively, usually patronize all the lists, and those who wish to reach a certain section only can use those lists which circulate exclusively in that section.

A Catalogue of the several Lists composing our combination is given in the following pages.

CHICAGO NEWSPAPER UNION,

CHICAGO, ILLS.

404 Papers,

Published in Illinois, Iowa, Wisconsin and Indiana.

Illinois—161 Papers.

ARENZVILLE.....	Argus
ARLINGTON HEIGHTS.....	Herald
ASTORIA.....	Argus
ATHENS.....	Free Press
AUGUSTA.....	Courier
BARRINGTON.....	Herald
BAYLIS.....	Guide
ELVIDERE.....	Northwestern Standard
BLUE ISLAND.....	Republican
BRADFORD.....	Watch Tower Bulletin
BRADFORD.....	News
BRAIDWOOD.....	Express
BRIMFIELD.....	Enquirer
BYRON.....	Daily Argus
CABERY.....	Republican
CAIRO.....	Press
CARBONDALE.....	Herald
CHATSWORTH.....	Buyers' Guide
CHEBANE.....	Conservator
CHICAGO.....	Review
CHICAGO.....	Society News
CHICAGO.....	South Side Advocate
CHICAGO.....	Southwest Advertiser

COAL CITY.....	News
COLCHESTER.....	Independent Record
COMPTON.....	Journal
CORNELL.....	Journal
CRETE.....	News
DANFORTH.....	Chronicle
DE KALB.....	Advertiser
DELAVAN.....	Sun
DIXON.....	Enterprise
DOWNER'S GROVE.....	Hawkeye
DUNDEE.....	Herald
DWIGHT.....	Gazette
EARLVILLE.....	Bell
ELIZABETH.....	Messenger
ELMWOOD.....	Journal
EL PASO.....	Independent Record
ERIE.....	Home Visitor
FARMER CITY.....	Home Times
FARMINGTON.....	Rambler
FLANAGAN.....	Herald
FORREST.....	Reporter
FORRESTON.....	Journal
FRANKLIN GROVE.....	News
GARDNER.....	Saturday Graphic
GENESEO.....	Enterprise
GEORGETOWN.....	Graphic
GIBSON CITY.....	Enterprise

GIBSON CITY.....	Daily Enterprise	STILLMAN VALLEY.....	Graphic
GILMAN.....	Star	STRONGHURST.....	Graphic
GREENVIEW.....	Mail	SULLIVAN.....	News
HARVEY.....	Tribune	TENNESSEE.....	Messenger
HAVANA.....	Democrat	TOULON.....	Sentinel
HENRY.....	Times	TOULON.....	News
HOMER.....	Enterprise	TURNER.....	Democrat
HOOPESTON.....	Daily Chronicle	TURNER.....	Independent
ILLIOPOLIS.....	State Center	TUSCOLA.....	Review
JOLIET.....	Record	VARNA.....	Herald
KANKAKEE.....	Democrat	WALNUT.....	Motor
KANSAS.....	Herald	WARREN.....	Sentinel
KENSINGTON.....	Advertiser	WARRENSBURG.....	Enterprise
KENSINGTON.....	Enterprise	WASHBURN.....	Herald
KIRKWOOD.....	Leader	WASHINGTON.....	News
LA SALLE.....	Democrat-Press	WATEKA.....	Transcript
LEAF RIVER.....	Mirror	WAUCONDA.....	Herald
LE ROY.....	Free Press	WENONA.....	Index
LE ROY.....	Journal	WESTFIELD.....	Intelligencer
LOCKPORT.....	Phoenix	WHEATON.....	Flail
LODA.....	Register	WHEATON.....	Press
LONDON MILLS.....	Times	WILLIAMSFIELD.....	Star Critic
LOVINGTON.....	Reporter	WILMINGTON.....	Times
MALTA.....	Observer and Record	WINNEBAGO.....	Review
MANITO.....	Express	WINSLOW.....	Reflector
MARSEILLES.....	Courier	WYOMING.....	Reporter
MAROA.....	Times	YATES CITY.....	Post-Herald
MASON CITY.....	Banner		Banner
MASON CITY.....	Independent		
MCHENRY.....	Plaindealer		
MENDOTA.....	Bulletin		
METAMORA.....	Herald		
MILFORD.....	Herald		
MILFORD.....	Independent		
MILLEDGEVILLE.....	Free Press		
MINONK.....	Home Times		
MINONK.....	News		
MOMENCE.....	Press		
MORRIS.....	Daily Times		
NEWMAN.....	News		
NORMAL.....	Advocate		
ORANGEVILLE.....	Courier		
OREGON.....	Reporter		
PALESTINE.....	News		
PALATINE.....	Enterprise		
PAW PAW.....	Times		
PAXTON.....	Register		
PECATONICA.....	News		
PEOTONE.....	Eagle		
PERU.....	News-Herald		
PIPER CITY.....	Advocate		
PIPER CITY.....	Press		
PITTSFIELD.....	Banner		
PLANO.....	News		
PLEASANT PLAINS.....	Advocate		
PONTIAC.....	Leader		
PRINCETON.....	News		
PULLMAN.....	Tribune		
QUINCY.....	Enterprise		
RANTOUL.....	Journal		
RANTOUL.....	Saturday Review		
RARITAN.....	News		
ROANOKE.....	Press		
ROANOKE.....	Reporter		
ROBINSON.....	Call		
ROBINSON.....	Herald		
ROBINSON.....	Argus		
ROBESON.....	Era		
ROSELAND.....	Enterprise		
ROSSVILLE.....	Republican		
SAVANNA.....	Journal		
SAYBOOK.....	Independent		
SENECA.....	Record		
SHANNON.....	Express		
SHEFFIELD.....	Times		
SHELBYVILLE.....	Daily Union		
SIBLEY.....	Gazette		
SPRINGFIELD.....	Eye		
ST. ANNE.....	Record		
ST. CHARLES.....	Chronicle		
		MARYSVILLE.....	News
		MAYNARD.....	Independent
		MILES.....	Reportor
		MILTON.....	Independent
		MITCHELL.....	Temperance Power
		MORNING SUN.....	News

MOUNT PLEASANT.....	Daily News	LAKE ODESSA.....	Wave Leader
NASHUA.....	Post	LAWTON.....	Local Record
NORTHWOOD.....	Index	LESLIE.....	Enterprise
OSKALOOSA.....	Public Opinion	LUDINGTON.....	Magnet
OSSIAN.....	Bee	LUTHER.....	Dispatch
OTTUMWA.....	News	MARION CITY.....	Expounder
PRESTON.....	Independent	MARION.....	Statesman
RED OAK.....	Express	MARSHALL.....	Chronicle
SABULA.....	Gazette	MARSHALL.....	Sun
SHELLSBURG.....	Call	MIDDLEVILLE.....	Herald
SOUTH ENGLISH.....	Herald	MINDEN CITY.....	New World
STRAWBERRY POINT.....	Press	MUSKEGON HEIGHTS.....	Iron Herald
SUMNER.....	Gazette	NEGAUKEE.....	Democrat
SUMNER.....	Journal	NEWAYGO.....	Mirror
TIPTON.....	Conservative	NILES.....	Pioneer
TOLEDO.....	Democrat	NORTH MUSKEGON.....	Optic
TRAER.....	Star-Clipper	OLIVET.....	Lake Breeze
UNION.....	Star	ONEKAMA.....	Saturday Night
VICTOR.....	Index	OSCODA.....	Union
VILLISCA.....	Review	OTSEGO.....	Free Press
VINTON.....	Semi-Weekly Eagle	PAW PAW.....	True Northerner
WAPELLO.....	Record	PAW PAW.....	Record
WAVERLY.....	Democrat	PETOSKEY.....	Gazette
WAVERLY.....	Republican	PITTSFORD.....	Independent
WELDON.....	Messenger	PLAINWELL.....	Herald
WEST BRANCH.....	Times	QUINCY.....	News
WEST UNION.....	Union	SAGINAW.....	Comet
WINTHROP.....	Times	SCOTTS.....	News
ZEARING.....	Enterprise	ST. JOHNS.....	Gospel Sun
		SUNFIELD.....	Sun
		THREE OAKS.....	Press
		THREE RIVERS.....	News-Reporter
		TRAVERSE CITY.....	Transcript
		VERMONTVILLE.....	Echo
		VERNON.....	Argus
		WHITEHALL.....	Forum
		WOODLAND.....	News
		YPSILANTI.....	Sentinel

Michigan—87 Papers.

ADRIAN.....	Messenger	BERLIN.....	Weekly Journal
ALBION.....	Mirror	BLANCHARDVILLE.....	Blade
ASHLEY.....	News	BOSCOBEL.....	Dial
BEAR LAKE.....	Beacon	CASSVILLE.....	Index
BELLEVUE.....	Gazette	CLINTONVILLE.....	Tribune
BENTON HARBOR.....	Banner	COLUMBUS.....	Democrat
BESSEMER.....	Pick and Axe	DARLINGTON.....	Democrat
CADILLAC.....	News and Express	DE PERE.....	Journal
CADILLAC.....	Herald	DODGEVILLE.....	News
CALUMET.....	News	DODGEVILLE.....	Chronicle
CAPAC.....	Journal	EDGERTON.....	Eye and Star
CARO.....	Democrat	EVANSVILLE.....	Tobacco Reporter
CARSON CITY.....	Gazette	FENNIMORE.....	Review
CASSOPOLIS.....	Vigilant	FLORENCE.....	Times
CENTERVILLE.....	Observer	FORT HOWARD.....	News
CHARLEVOIX.....	Sentinel	JANESVILLE.....	Review
CHELSEA.....	Standard	JEFFERSON.....	Signal
CLARE.....	Democrat-Press	KENOSHA.....	Banner
COLDWATER.....	Republican	LAKE GENEVA.....	Blade
CONSTANTINE.....	Advertiser	MARINETTE.....	Herald
COPEMISH.....	Courier	MARKESAN.....	Argus
CRYSTAL FALLS.....	Clipper	MONROE.....	County Journal
DELTON.....	Lake Breeze	MONTFORT.....	Monitor
DODD.....	Times	NEENAH.....	Daily News
DOUGLAS.....	Record	NEW LONDON.....	Tribune
DOWAGIAC.....	Times	OCONTO.....	Lumberman
EATON RAPIDS.....	Herald	PESHTIGO.....	Reporter
ELK RAPIDS.....	Democrat	PLAINFIELD.....	Argus
FLINT.....	Journal	PORT WASHINGTON.....	Sun
FLUSHING.....	Observer	PRINCETON.....	Star
FREEPORT.....	Herald	REEDSBURG.....	Republic
GRAND HAVEN.....	Daily Tribune	RIPON.....	Times
GRAND HAVEN.....	Herald	SHULLSBURG.....	Free Press
GRAND LEDGE.....	Republican	SARTA.....	Pick and Gad
GRAND RAPIDS.....	Echo		Independent
GRAND RAPIDS.....	News		
GRAYLING.....	Avalanche		
HESPERIA.....	Herald		
HOLLAND.....	City News		
HOMER.....	Index		
HUDSON.....	Post		
IMLAY CITY.....	Optic		
IONIA.....	Express		
IRON MOUNTAIN.....	Industrial Journal		
IRON RIVER.....	Reporter		
ISHPEMING.....	Record		
KALKASKA.....	Kalkaskaian		
LAKE CITY.....	Republican		

CHICAGO NEWSPAPER
UNION LISTS.

SUN PRAIRIE.....	Countryman	HAMMOND.....	Weekly News
TOMAHAWK.....	Blade	HAMMOND.....	Daily Leader
UNION GROVE.....	Enterprise	KENTLAND.....	Democrat
WAUPACA.....	Republican	MICHIGAN CITY.....	Dispatch
WESTFIELD.....	Union	MICHIGAN CITY.....	Evening Dispatch
WHITEWATER.....	Gazette	NEW HARMONY.....	Register
Indiana—27 Papers.		NORTH JUDSON.....	News
ALBION.....	New Era	ORLEANS.....	Examiner
AMBIA.....	News	PLYMOUTH.....	Republican
BLOOMINGTON.....	Telephone	RENSSLAER.....	Sentinel
BLOOMINGDALE.....	World	SALEM.....	News
BREMEN.....	Enquirer	WALKERTON.....	Independent
CLAY CITY.....	Sentinel	WINAMAC.....	Democrat
CLINTON.....	Republican		
CLOVERDALE.....	Leader		
CROWN POINT.....	Star		
DANA.....	News		
ELNORA.....	Enterprise		
FOWLER.....	Review		
GOSHEN.....	Daily Times		
HAMMOND.....	Daily News		
Elsewhere—6 Papers.			
BIGELOW, Minn.....		Sentinel	
BLOOMDALE, Ohio.....		Derrick	
BROWNSVILLE, Minn.....		News	
CHATFIELD, Minn.....		Democrat	
MARYVILLE, Mo.....		Daily Democrat	
MOBERLY, Mo.....		Daily Monitor	

SIOUX CITY NEWSPAPER UNION,

181 Papers,

Published in Iowa, South Dakota and Nebraska.

Iowa-77 Papers.

AKRON	Register	Mirror
ALDEN	Times	Chronicle
ANITA	Tribune	Reporter
ANTHON	Monitor	Gazette
AURELIA	Sentinel	Herald
BATTLE CREEK	Times	Times
BODE	Republican	Herald
BREDA	Watchman	Chief
BRITT	Tribune	Press
CALLIOPE	Journal	Times
CALLIOPE	News	Reveille
CARROLL	Farm Journal	Democrat
CASTANA	Times	Sun
CEDAR FALLS	Gazette	Herald
CHARTER OAK	Times	Journal
CLEAR LAKE	Mirror	Press
CRESCO	Republican	Mall
CUSHING	Ledger	Tribune
DOON	Press	Champion
DOW CITY	Enterprise	Cong'l News
DOWS	Register	Pilot
EAGLE GROVE	Times	Tribune
ESTHERVILLE	Vindicator	Courier
EVERLY	News	Independent
FONDA	Times	Observer
FOREST CITY	Independent	Blade
GARNER	Democrat	Journal
HARTLEY	Record	Freeman
HAWARDEN	Republican	Journal
HOLSTEIN	Advance	Bugle
HULL	Index	Enterprise
HUMBOLDT	Republican	
IDA GROVE	Era	
INWOOD	Herald	
IOWA FALLS	Sentinel	
KINGSLEY	Democrat	
KINGSLEY	Times	
LAKE CITY	Graphic	
LAKE VIEW	Resort	
LARCHWOOD	Leader	
LEMARS	Sun	
LUVERNE	News	
MANSON	Journal	
MAPLETON	Advocate	
MASON CITY	Gazette	
NEWELL		Union
ODEBOLT		Sun
OGDEN		Tribune
ONAWA		Herald
ORANGE CITY		Chronicle
PAULLINA		Times
PERKINS		Herald
PERRY		Chief
PIERSON		Press
RENWICK		Times
ROLE		Reveille
SAC CITY		Democrat
SAC CITY		Sun
SCHALLER		Herald
SCRANTON		Journal
SHEFFIELD		Press
SHELDON		Mall
SIBLEY		Tribune
SIOUX CITY		Champion
SIOUX CITY		Cong'l News
STORM LAKE		Pilot
STORM LAKE		Tribune
SUTHERLAND		Courier
UTE		Independent
VAIL		Observer
WALL LAKE		Blade
WASHTA		Journal
WEBSTER CITY		Freeman
WEST BEND		Journal
WOODBINE		Bugle
WOODWARD		Enterprise



CANTON.....	News	CHADRON.....	Journal
CARTHAGE.....	News	CLAY CENTER.....	Sun
CENTERVILLE.....	Journal	COLERIDGE.....	Blade
CLARK.....	Honest Dollar	COLUMBUS.....	Journal
CLARK.....	Pilot-Review	COLUMBUS.....	Family Journal
DELL RAPIDS.....	Times	CRAWFORD.....	Sunday Telegram
EDEN.....	Tribuns	DAKOTA CITY.....	Boomerang
EDGERTON.....	News	DODGE.....	Eagle
EGAN.....	Express	GIBBON.....	Advertiser
ELK POINT.....	Courier	HASTINGS.....	Beacon
ELKTON.....	Leader	HAY SPRINGS.....	Nebraskan
FAULKTON.....	Record	HEBRON.....	Review
FAULKTON.....	Republican	HOMER.....	Mail
FLANDREAU.....	Times	JACKSON.....	Independent
GANN VALLEY.....	Enterprise	LONG PINE.....	Criterion
HERMOSA.....	Chief	MADISON.....	Rep. Journal
HILL CITY.....	Pilot	NORDEN.....	Ind. Reporter
HOT SPRINGS.....	Mining News	NORFOLK.....	Borealis
IROQUOIS.....	Star	NORTH PLATTE.....	Sunday News
LEBANON.....	Chief	O'NEILL.....	Telegraph
LETCHER.....	Politicalian	ORD.....	Alliance-Tribune
MITCHELL.....	Blade	OSMOND.....	Sun
MONROSE.....	Mail	PAGE.....	Advocate
OELRICH'S.....	Herald	PENDER.....	Advance
OLIVET.....	Times	PONCA.....	Eye
ONIDA.....	Herald	RANDOLPH.....	Republican
PARKER.....	Journal	RUSHVILLE.....	Journal
PARKSTON.....	Press	SHELTON.....	Standard
PLANKINTON.....	Advance	SOUTH SIOUX CITY.....	Clipper
PLANKINTON.....	Herald	SPENCER.....	Times
SALEM.....	Standard	SPRINGVIEW.....	Bee
SCOTLAND.....	Register	SPRINGVIEW.....	Herald
SIOUX FALLS.....	Republican	VALENTINE.....	Blade
SPEARFISH.....	Journal	WAYNE.....	Journal
ST. LAWRENCE.....	Daily Bulletin	WILCOX.....	Post
STURGIS.....	Journal		
TYNDALL.....	Advertiser		
VALLEY SPRINGS.....	Register		
WATER TOWN.....	Vidette		
WOONSOCKET.....	Journal		
WOONSOCKET.....	News		
	.Times		

Nebraska—42 Papers.

AINSWORTH.....	Home Rule	ALDEN, Minn.....	Advance
AINSWORTH.....	New Ideas	BEAVER CREEK, Minn.....	Magnet
ALLEN.....	News	COTTONWOOD, Minn.....	Current
ATKINSON.....	Enterprise	DOUGLAS, Wyoming.....	Budget
BLOOMFIELD.....	Monitor	JASPER, Minn.....	Journal

Other States—9 Papers.

LUSKE, Wyo.....	Wyo.	LUKE, Minn.....	Herald
PIPESTONE, Minn.....	Minn.	PIPERSON, Minn.....	Leader
SHERIDAN, Wyo.....	Wyo.	SHERIDAN, Minn.....	Enterprise
WORTHINGTON, Minn.....	Wyo.	WORTHINGTON, Minn.....	Globe

STANDARD NEWSPAPER UNION,**99 Papers,***Published in Illinois, Missouri and Iowa.***Illinois—52 Papers.**

ABINGTON.....	Argus	GOOD HOPE.....	Torpedo
ALEDO.....	Democrat	HAMILTON.....	Press
ARROWSMITH.....	News	HAVANA.....	Press
BARRY.....	Adage	HOOPERSTON.....	Daily Chronicle
BUDA.....	Plain Dealer	HOOPERSTON.....	Weekly Chronicle
CAIRO.....	Daily Argus	HOPEDALE.....	Review
CAMBRIDGE.....	Chronicle	KNOXVILLE.....	Republican
CARTHAGE.....	Journal	LEWISTON.....	News
CASEY.....	Banner	MAHOGA.....	Democrat
CERRO GORDO.....	Era	MARSHALL.....	Telephone
CHANDLERVILLE.....	Times	MONICA.....	Democrat
CHILLICOTHE.....	Enquirer	MONTMOUTH.....	Daily Times
COLFAX.....	Leader	MORRIS.....	Progress
EFFINGHAM.....	Republican	NEOGA.....	Independent
ELMWOOD.....	Gazette	NEWMAN.....	Review
FAIRVIEW.....	Bee	ONARGA.....	Democrat
GALESBURG.....	Press and People	OUAWAKA.....	Gazette
GALVA.....	News	PANA.....	Optic
GIBSON CITY.....	Daily Enterprise	PONTIAC.....	Free Trader and Observer
		PRINCEVILLE.....	Telephone
		QUINCY.....	Optic



RIDGE FARM.....	Times	ST. JOSEPH.....	Star
ROSSVILLE.....	Press	STOUTSVILLE.....	Banner
SHELBYVILLE.....	Daily Union		
SHELBYVILLE.....	Leader		
SHELDON.....	Weekly Union		
SHELDON.....	Journal		
SIDEWELL.....	Reporter		
TOLEDO.....	Express		
TUSCOLA.....	Republican		
VIRDEN.....	Reporter		
VIRGINIA.....	Enquirer		
WYANET.....	Call		
Missouri—21 Papers.			
BROOKFIELD.....	Argus	ALLERTON.....	News
CHILLICOTHE.....	Weekly Tribune	BLOOMFIELD.....	Farmer
EAGLEVILLE.....	Monitor	CENTRAL CITY.....	News Letter
GRANT CITY.....	Star	CHARITON.....	Herald
KAHOKA.....	Review	CORYDON.....	Herald
LA BELLE.....	Star	CRESTON.....	Daily Commonwealth
LAREDO.....	Tribune	LEON.....	Fact
MAITLAND.....	Herald	MILTON.....	Herald
MARYVILLE.....	Daily Democrat	MOUNT PLEASANT.....	Daily News
MEMPHIS.....	Farmers' Union	MOUNT PLEASANT.....	Weekly News
MENDON.....	Citizen	NEW LONDON.....	Sun
MILAN.....	Republican	OTTUMWA.....	World
MORERLY.....	Daily Monitor	NEW SHARON.....	Sun
PARNELL.....	Times	SEYMOUR.....	Press
PRINCETON.....	Telegraph	VINTON.....	Semi-weekly Eagle
QUEEN CITY.....	Transcript	WELLMAN.....	Advance
REA.....	Times	WEST LIBERTY.....	Index
SHELBINA.....	Torchlight		
SPICKARDSVILLE.....	Gazette		
Iowa—17 Papers.			
BERLIN, Wis.....		BERLIN, Wis.....	Daily Journal
CHARLOTTE, Mich.....		CHARLOTTE, Mich.....	Tribune
DIMONDALE, Mich.....		DIMONDALE, Mich.....	News
GOSHEN, Ind.....		GOSHEN, Ind.....	Daily Times
GRAND HAVEN, Mich.....		GRAND HAVEN, Mich.....	Daily Tribune
GRAND RAPIDS, Mich.....		GRAND RAPIDS, Mich.....	South End News
HAMMOND, Ind.....		HAMMOND, Ind.....	Daily News
NEENAH, Wis.....		NEENAH, Wis.....	Daily News
OSAGE CITY, Kan.....		OSAGE CITY, Kan.....	Free Press
Other States—9 Papers.			

FORT WAYNE NEWSPAPER UNION,

160 Papers,

Published in Indiana, Ohio and Michigan.

Indiana—66 Papers.

ALEXANDRIA.....	Times	KOKOMO.....	Saturday Dispatch
ANGOLA.....	Herald	KNOX.....	Starke Co. Republican
AUBURN.....	Courier	LA GRANGE.....	Democrat
AVILLA.....	News	LA GRANGE.....	Sentinel
BATESVILLE.....	Independent Record	LEESBURGH.....	Standard
BLOOMINGTON.....	Progress	LIGONIER.....	Leader
BLUFFTON.....	Banner	MARTINSVILLE.....	Daily Gazette
BLUFFTON.....	Bugle	MARTINSVILLE.....	Gazette
BLUFFTON.....	Chronicle	MEXICO.....	Enterprise
BOURBON.....	Mirror	MIDDLEBURY.....	Independent
BOYLESTON.....	Agent	MILFORD.....	Mail
BROOKSTON.....	Reporter	MONROEVILLE.....	Breeze
BUTLER.....	Record	NEWBURGH.....	Leader
BUTLER.....	Review	NEW CASTLE.....	People's Press
CHRISNEY.....	Sun	NORTH VERNON.....	Sun
CLAY CITY.....	Reporter	OSSIAN.....	News
COLUMBIA CITY.....	Commercial	PIERCETON.....	Record
COLUMBIA CITY.....	Daily Commercial	PORTLAND.....	Commercial
COLUMBIA CITY.....	Post	ROANN.....	Clarion
CORYDON.....	Democrat	ROCKVILLE.....	Tribune
DECATUR.....	Democrat	ST. JOE.....	News
DUBLIN.....	Wayne Register	SOUTH WHITLEY.....	News
FAIRMOUNT.....	News	WARSAW.....	National Union
FORT WAYNE.....	Dispatch	WATERLOO.....	Press
FORT WAYNE.....	Saturday Dispatch	W. LEBANON.....	Gazette
FORT WAYNE.....	Saturday Sentinel	WINCHESTER.....	Democrat
GARRETT.....	Clipper	WINCHESTER.....	Herald
GENEVA.....	Herald	WOLCOTTVILLE.....	Journal
HARLAN.....	News	WORTHINGTON.....	Globe
HARTFORD CITY.....	Arena		Times
HARTFORD CITY.....	Telegram		
HARTFORD CITY.....	Times		
HUNTINGTON.....	Saturday Herald		
JONESBORO.....	News		
KENDALLVILLE.....	Hoosier Tidings		
KENDALLVILLE.....	Standard		
Ohio—71 Papers.			
ANTWERP.....		ANTWERP.....	Argus
ARCHBOLD.....		ARCHBOLD.....	Herald
BELLE CENTRE.....		BELLE CENTRE.....	Pilot
BELLEVUE.....		BELLEVUE.....	Local News
BUZYRUS.....		BUZYRUS.....	Forum
CALEDONIA.....		CALEDONIA.....	Argus

CHICAGO NEWSPAPER UNION LISTS.

CANTON.....	Sunday Herald	PAULDING.....	Republican
CELINA.....	Democrat	PAULDING.....	News
CIRCLEVILLE.....	Democratic Herald	PLYMOUTH.....	Advertiser
COLUMBUS GROVE.....	Vidette	PORT CLINTON.....	Republican
CRESTLINE.....		REPUBLIC.....	Seneca Chief
DEFINCE.....	Republican Express	ROCKFORD.....	Free Press
DEGRAFF.....	Buckeye	ST. MARY'S.....	Graphic
DELPHOS.....	Courant	ST. MARY'S.....	Dollar Sentinel
DELPHOS.....	Herald	ST. MARY'S.....	Argus
DELTA.....	Atlas	SPENCERVILLE.....	Journal
DESHLER.....	Flag	SHREVE.....	Republican
DUNKIRK.....	Standard	STRYKER.....	Advance
ELMORE.....	Independent	SYLVANIA.....	Times
FAYETTE.....	Record	THORNVILLE.....	News
FINDLAY.....	Union	VAN WERT.....	Republican
FINDLAY.....	Jeffersonian	VERSAILLES.....	Bulletin
FORT RECOVERY.....	News	WAUSEON.....	Policy
FOSTORIA.....	Daily Dispatch	WHITEHOUSE.....	Tribune
FOSTORIA.....	Democrat	WOOSTER.....	News
FREMONT.....	Messenger		Herald
GALION.....	Leader		
GIBSONBURG.....	Derrick	Michigan—23 Papers.	Pioneer
GREENWICH.....	Enterprise	BIG RAPIDS.....	Citizen
HARRISON.....	Democrat	BOYNE CITY.....	Exponent
HICKSVILLE.....	News	BROOKLYN.....	Express
LANCASTER.....	Republican	COLON.....	Independent
LIBERTY CENTRE.....	Liberty Press	CONCORD.....	Courier
LIMA.....	Advertiser	FENTON.....	Record
LOGAN.....	Republican-Gazette	GLADWIN.....	News
LOUDONVILLE.....	Democrat	GRASS LAKE.....	Northern Democrat
LOUISVILLE.....	Herald	GRAYLING.....	Record
MANSFIELD.....	Herald	HOWARD CITY.....	Tribune
McCOMB.....	Herald	MANTON.....	Democrat
MC CONNELLSVILLE.....	Messenger	MASON.....	Globe
MIDDLEFIELD.....	Enterprise	MENDON.....	Commercial
MONTPELIER.....	Leader	MORNOE.....	Gazette
MONTPELIER.....	News	NORTH BRANCH.....	Hustler
NAPOLEON.....	Register	READING.....	Democrat
NELSONVILLE.....	Enterprise	REED CITY.....	Independent
NEVADA.....	Plain Talk	SAND BEACH.....	Saturday Mail
NEW HOLLAND.....	Times	ST. CHARLES.....	People's Advocate
NORTH BALTIMORE.....	Sentinel	STURGIS.....	Globe
OAKWOOD.....	Times	TRAVERSE CITY.....	Journal
OHIO CITY.....		WAYLAND.....	
		WHITE PIGEON.....	

MILWAUKEE NEWSPAPER UNION.

MILWAUKEE, WIS.

90 Papers.

Published in Wisconsin and adjoining States.

Wisconsin—75 Papers.

ANTIGO.....	Republican	JUNEAU.....	Telephone
ANTIGO.....	Langlade Co. Special	JANESVILLE.....	Republican
AHNAPEE.....	Record	KAUKAUNA.....	Times
BURLINGTON.....	Standard Democrat	KEWAUNEE.....	Enterprise
BEAVER DAM.....	Citizen	MILWAUKEE.....	Advertiser
BRANDON.....	Times	MINOCQUA.....	Times
BERLIN.....	Weekly Courant	MANITOWOC.....	Tribune
CENTRALIA.....	Enterprise	MERRILL.....	Lincoln Co. Advocate
CEDARBURG.....	News	MENOMONEE FALLS.....	News
COLUMBUS.....	Republican	MUKWONAGO.....	Chief
DEPERE.....	Echo of the Valley	MERRILLAN.....	Leader
DELEVAN.....	Enterprise	MONROE.....	Sun
EAGLE RIVER.....	Review	MILTON.....	Telephone
EAGLE.....	Sun	NEW LISBON.....	Argus
ELROY.....	Tribune	NEW RICHMOND.....	Republican
FIFIELD.....	Advocate	NECEDAH.....	Republican
GREENWOOD.....	Gleaner	OSSEO.....	Blade
HURLEY.....	Tribune	OMRO.....	Enterprise
HORICON.....	Reporter	OCONOMOWOC.....	Democrat
HARTFORD.....	Press	OMRO.....	Journal
HILLSBORO.....	Sentry	ONTARIO.....	Sentinel
INDEPENDENCE.....	Wave	PARDEEVILLE.....	Times
		PALMYRA.....	Enterprise

CHICAGO NEWSPAPER UNION LISTS.

PHILLIPS.....	Times	WAUPUN.....	Leader
PRENTICE.....	Journal	WATERLOO.....	Democrat
PHILLIPS.....	Bee	WAUPACA.....	Post
PT. WASHINGTON.....	Advertiser		
REESEVILLE.....	Review		
RIPON.....	Commonwealth	Minnesota—4 Papers.	
RICHLAND CENTER.....	Republican-Observer	HOUSTON VALLEY.....	Signal
RHINELANDER.....	Herald	LAKE CITY.....	Graphic-Sentinel
SHEBOYGAN.....	Times	MAZEPPA.....	Tribune
SPARTA.....	Herald	ST. CHARLES.....	Union
SHAWANO.....	Advocate		
SUPERIOR.....	Times	Michigan—5 Papers.	
SPENCER.....	Tribune	GLADSTONE.....	Delta
SHEBOYGAN.....	Telegram	GLADSTONE.....	Express
STEVENS POINT.....	Gazette	IRONWOOD.....	Times
TOMAHAWK.....	The Tomahawk	IRONWOOD.....	Advocate
TWO RIVERS.....	Chronicle	LUDINGTON.....	Appeal
TOMAH.....	Monitor		
THORP.....	Courier	Iowa—4 Papers.	
VIROQUA.....	Leader	CRESTON.....	Daily Commonwealth
VIOLA.....	Intelligencer	GARNER.....	Signal
WEST BEND.....	Pilot	OLIN.....	Recorder
WONEWOC.....	Reporter	WAUKON.....	Standard
WAUWATOSA.....	Pick Axe		
WINNECONNE.....	Local	Indiana—1 Paper.	
WAUSAU.....	Central Wisconsin	WATERLOO.....	Democrat
WATERTOWN.....	Republican		
WAUPUN.....	Leader	Missouri—1 Paper.	
WATERLOO.....	Democrat	MOBERLY.....	Daily Monitor

SIOUX CITY INDEPENDENT UNION,

157 Papers,

Published in Iowa, South Dakota and Nebraska.

Iowa—65 Papers.

AUDOBON.....	Advocate	MILFORD.....	Mail
ALTA.....	Advertiser	OTO.....	Leader
ASHTON.....	Advertiser	ONAWA.....	Sentinel
ALVORD.....	Leader	OCHEYEDAN.....	Press
BOYDEN.....	Advertiser	ONAWA.....	Democrat
BRADGATE.....	Citizen	ODEBOLT.....	Free Press
CHEROKEE.....	Herald	PRIMGHAR.....	Bell
CORRECTIONVILLE.....	Democrat	PETERSON.....	Patriot
DANBURY.....	News	REMSEN.....	Bell
DELMAR.....	Criterion-News	ROCK RAPIDS.....	Reporter
DALLAS CENTER.....	Journal	ROCK VALLEY.....	Register
DICKENS.....	Times	SPIRIT LAKE.....	Democrat
EARLY.....	News	SANBORN.....	Pioneer
ESTHERVILLE.....	Democrat	SHELDON.....	F. & T. Journal
EMMETSBURG.....	Democrat	SIOLOAN.....	Eagle
GEORGE.....	News	SIOUX CITY.....	Star
HAWARDEN.....	Independent	SIOUX RAPIDS.....	Stylus
HARLAN.....	Industrial-American	SMITHLAND.....	Press
HAMPTON.....	Globe	WESLEY.....	Exponent
IRETON.....	Clipper	WATERLOO.....	Reporter
IDA GROVE.....	Watch	WEBSTER CITY.....	Tribune
IRWIN.....	Republic	WEBSTER CITY.....	Weekly Herald
LINN GROVE.....	Independent	WHITING.....	Daily Herald
LEWIS.....	Independent	WILLIAMS.....	Herald
LEEDS.....	Leader		Reporter
LITTLE ROCK.....	Call		
LEHIGH.....	Echo		
LITTLE SIOUX.....	Independent		
MADRID.....	Register		
MARCUS.....	News		
MASSENA.....	Star		
MAPLETON.....	Press		
MO. VALLEY.....	Daily Times		
MANSON.....	Democrat		
MARATHON.....	Republic		
MAURICE.....	Free Press		
MODALE.....	Pride		
MOVILLE.....	Mail		

South Dakota—33 Papers.

ARMOUR.....	Chronicle
BRADLEY.....	Globe
BRYANT.....	Post
BERESFORD.....	News
BLUNT.....	Advocate
CASTLEWOOD.....	Times
CHAMBERLAIN.....	Democrat
CLARK.....	Republican
CUSTER.....	Chronicle
CASCADE.....	Mail
CENTERVILLE.....	Geysir
	Chronicle Index

CHICAGO NEWSPAPER UNION LISTS.

FOREST CITY.....	Capitol Press.....	MASON CITY.....	Transcript.....		
GARRETSON.....	Progress.....	MADISON.....	Chronicle.....		
GROTON.....	Independent.....	NELIGH.....	Tribune.....		
HARROLD.....	Star.....	NELIGH.....	Advocate.....		
HOWARD.....	Advance.....	NELIGH.....	Public Opinion.....		
HOWARD.....	Democrat.....	NORTH BEND.....	Star.....		
HIGHMORE.....	Herald.....	NIOBRAKA.....	Tribune.....		
IROQUOIS.....	Herald.....	NEWPORT.....	Advocate.....		
KIMBALL.....	Graphic.....	OAKLAND.....	Independent.....		
LENNOX.....	Independent.....	OAKDALE.....	Guard.....		
LAKE PRESTON.....	Times.....	O'NEILL.....	Frontier.....		
PARKER.....	Democrat.....	ORCHARD.....	Independent.....		
SPEARFISH.....	Register.....	PLAINVIEW.....	Gazette.....		
SOUTH SHORE.....	Standard.....	PIERCE.....	County Call.....		
VERMILLION.....	Plain Talk.....	PETERSBURG.....	Press.....		
WAKONDA.....	Monitor.....	PENDER.....	Times.....		
WILLOW LAKES.....	News-Rustler.....	PONCA.....	Gazette.....		
WESSINGTON SPRINGS.....	Republican.....	SOUTH SIOUX CITY.....	Democrat.....		
WESSINGTON SPRINGS.....	Sieve.....	STANTON.....	Democrat.....		
YANKTON.....	Weekly Journal.....	SOUTH SIOUX CITY.....	Argus.....		
YANKTON.....	Daily Journal.....	STOCKHAM.....	Vidette.....		
North Dakota—1 Paper.					
FORMAN.....	Independent.....	THEDFORD.....	Veteran.....		
Nebraska—31 Papers.					
ANSLEY.....	Chronicle.....	TEKAMAH.....	Enterprise.....		
ARCADIA.....	Courier.....	WAUSA.....	Democrat.....		
ARLINGTON.....	Defender.....	WAYNE.....	Progress.....		
BEEMER.....	Times.....	WAKEFIELD.....	Watchman.....		
BANCROFT.....	Independent.....	WEST POINT.....	Chronicle.....		
BLAIR.....	Courier.....	WINSIDE.....			
BREWSTER.....	News.....	WISNER.....			
CHAMBERS.....	Bugle.....	Minnesota—7 Papers.			
CLEAR WATER.....	Message.....	ELLSWORTH.....	News.....		
CLAY CENTER.....	Gazette-Democrat.....	JACKSON.....	Pilot.....		
CRAWFORD.....	Clipper.....	LAKE CRYSTAL.....	Union.....		
CRAWFORD.....	Tribune.....	LAKEFIELD.....	Standard.....		
DAVID CITY.....	News.....	LUVERNE.....	News.....		
DIXON.....	Index.....	PAYNESVILLE.....	News.....		
GANDY.....	Star.....	SHERBURN.....	Advance.....		
HARTINGTON.....	Nonpareil Democrat.....	Kansas—1 Paper.			
HARTINGTON.....	Herald.....	NORCATUR.....	Register.....		
HAYS CENTER.....	Times.....	Recapitulation.			
HILDRETH.....	Telescope.....	IOWA.....	65 Papers		
HOOPER.....	Sentinel.....	SOUTH DAKOTA.....	33		
HYANNIS.....	Tribune.....	NEBRASKA.....	51		
LYONS.....	Mirror.....	MINNESOTA AND OTHER STATES 9	"		

INDIANA NEWSPAPER UNION,

102 Papers,

Published in Indiana and Illinois.

Indiana—90 Papers.			
ANDERSON.....	People's Journal.....	CICERO.....	New Era.....
ARCADIA.....	Arcadian.....	COVINGTON.....	Spence's People's Paper.....
ATLANTA.....	Herald.....	DANVILLE.....	Gazette.....
AURORA.....	Odd Fellow.....	DARLINGTON.....	Echo.....
BLOOMINGTON.....	Standard.....	FLORA.....	Fountain City Enterprise.....
BOONEVILLE.....	Miner.....	FORTVILLE.....	Sun.....
BRAZIL.....	New Era.....	FOWLER.....	Era.....
BRIGHTWOOD.....	News.....	FRANCESVILLE.....	West-Side Enterprise.....
BRISTOL.....	Banner.....	GALVESTON.....	News.....
BROAD RIPPLE.....	Beacon.....	GOSPORT.....	Enterprise.....
BROWNSBURG.....	Record.....	GRANDVIEW.....	Monitor.....
BUNKER HILL.....	Press.....	GREENFIELD.....	Republican.....
CAMDEN.....	Expositor.....	GREENWOOD.....	Graphic.....
CAMPBELLSBURG.....	Graphic.....	HAUGHVILLE.....	Mirror.....
CANNELTON.....	Enquirer.....	HOPE.....	News Journal.....
CARMEL.....	Citizen.....	HUNTINGBURGH.....	Argus.....
CARMEL.....	Signal.....	INDIANAPOLIS.....	People.....
CARTHAGE.....	Record.....	INDIANAPOLIS.....	Funny World.....
CAYUGA.....	Herald.....	INDIANAPOLIS.....	Globe.....
CHALMERS.....	Bulletin.....	INDIANAPOLIS.....	Methodist Voice.....
		INDIANAPOLIS.....	Record.....
		INDIANAPOLIS.....	Saturday Leader.....

CHICAGO NEWSPAPER UNION LISTS.

INDIANAPOLIS	Champion of Right and Freedom	Democrat
IRVINGTON	Item	Journal
JAMESTOWN	Tribune	Journal
KEWANNA	Herald	Standard Farmer
KIRKLIN	Air Line News	Journal
KNIGHTSTOWN	Banner	Argus
LAPEL	Dispatch	Times
LAUREL	Review	News
LIBERTY	Herald	Independent
LOGANSPORT	Times	Gazette
LOGOOGOTEE	Tribune	News
MACY	Monitor	Herald
MONON	News	West Side
MOORESVILLE	Guide	Independent
MORRISTOWN	Sun	Republican
NASHVILLE	Democrat	Times
NEW RICHMOND	Times	Times
NORTH INDIANAPOLIS	Progress	Argus
ORLEANS	News	Journal
PAOLI	Progress	Express
PLAINFIELD	Republican	Messenger
RENSSELAER	News	Star
REYNOLDS	Enterprise	Awbraw Pilot
RICHMOND	News	News
RIDGEVILLE	Recorder	Gazette
RISING SUN	Journal	Times
ROCKPORT	Journal	Eagle
ROSSVILLE	Record	
ROYAL CENTER	Enterprise	
SHERIDAN	News	
SILVER LAKE		
SPENCER		
SPENCER		
TELL CITY		
TERRE HAUTE		
TERRE HAUTE		
THORNTOWN		
TROY		
VEEDERSBURG		
WANATAH		
WAVELAND		
WESTFIELD		
WESTFIELD		
WEST INDIANAPOLIS		
WEST INDIANAPOLIS		
WESTPORT		
WINAMAC		
ZIONSVILLE		
Illinois—10 Papers.		
ARGENTA		Herald
DANVERS		Dispatch
FORSYTHE		World
MANSFIELD		Express
MARSHALL		Messenger
MATTOON		Star
OAKLAND		Awbraw Pilot
SHELDON		News
WINDSOR		Gazette
WARRENSBURG		Times
Kentucky—1 Paper.		
IRVINE		Eagle

WISCONSIN PUBLISHERS' UNION,

64 Papers,

Published Principally in Wisconsin.

Wisconsin—54 Papers.

ALBANY	Vindicator	Herald
ARCADIA	Leader	Times
BARABOO	News	Record
BLOOMER	Advance	Observer
BEAVER DAM	Argus	Press
BELLEVILLE	Recorder	News
BELOIT	Weekly Citizen	Reporter
BLACK EARTH	Phonograph	Vindictor
BRACK RIVER FALLS	Post	Journal
BLOOMINGTON	Record	Democrat
BRODHEAD	Register	Courier
CADOTT	Blade	Hub
CAMBRIA	News	Forest Leaves
CAMBRIDGE	News	Herald-Advertiser
CHESTER	Chetek Alert	Herald
CLINTON	Herald	Journal
COLBY	Phonograph	
CRANDON	Republican	
DEERFIELD	Journal	
ELROY	Chronicle	
ELROY	Statesman	
ELLSWORTH	Eagle	
EDGEERTON	Index	
HORTONVILLE	Review	
HUDSON	True Republican	
INDEPENDENCE	News	
KEWAUNEE	New Era	
LAKE MILLS	Leader	
MAYVILLE	News	
MAZOMANIE	Sickie	
MONTICELLO	News	
MONROE	Gazette	
MEDFORD	Star and News	
MILTON JUNCTION	News	
MINERAL POINT	Tribune	
MARSHFIELD	Times	
MONDOVI		
NEILLSVILLE		
ONALASKA		
OREGON		
POYNETTE		
PRAIRIE DU SAC		
RIO		
RHINELANDER		
SHAWANO		
SPARTA		
SPRING GREEN		
STOUGHTON		
STOUGHTON		
THREE LAKES		
TOMAH		
TREMPEALEAU		
WAUTOMA		
WEST SALEM		
ALGONA		Upper Des Moines
LAWLER		Dispatch
POSTVILLE		Review
OREGON		Independent Democrat
ROCHELLE		Herald
WOODSTOCK		Democrat
CARVER		Free Press
LE ROY		Independent
ONIDA		Watchman
PLANKINTON		Beacon

Illinois—3 Papers.

OREGON	Independent Democrat
ROCHELLE	Herald
WOODSTOCK	Democrat

Minnesota—2 Papers.

CARVER	Free Press
LE ROY	Independent

South Dakota—2 Papers.

ONIDA	Watchman
PLANKINTON	Beacon



ADVERTISING RATES.

AGATE MEASURE, PER WEEK.

Chicago Newspaper Union List,	-	404 Papers, \$2.50 per line.
Standard Newspaper Union List,	-	99 Papers, .75 per line.
Fort Wayne Newspaper Union List,	-	160 Papers, 1.25 per line.
Sioux City Newspaper Union List,	-	181 Papers, 1.25 per line.
Milwaukee Newspaper Union, List,	-	90 Papers, .75 per line.
Wisconsin Publishers' Union List,	-	64 Papers, .75 per line.
Indiana Newspaper Union List,	-	102 Papers, .75 per line.
Sioux City Independent Union List,	-	157 Papers, 1.25 per line.

Combined Rate for the Eight Lists (1,257 Papers), \$9.00 per Line.

Reading notices, set in minion type, 50 per cent extra for space occupied, agate measurement.

These prices are subject to large discounts, according to amount of order.

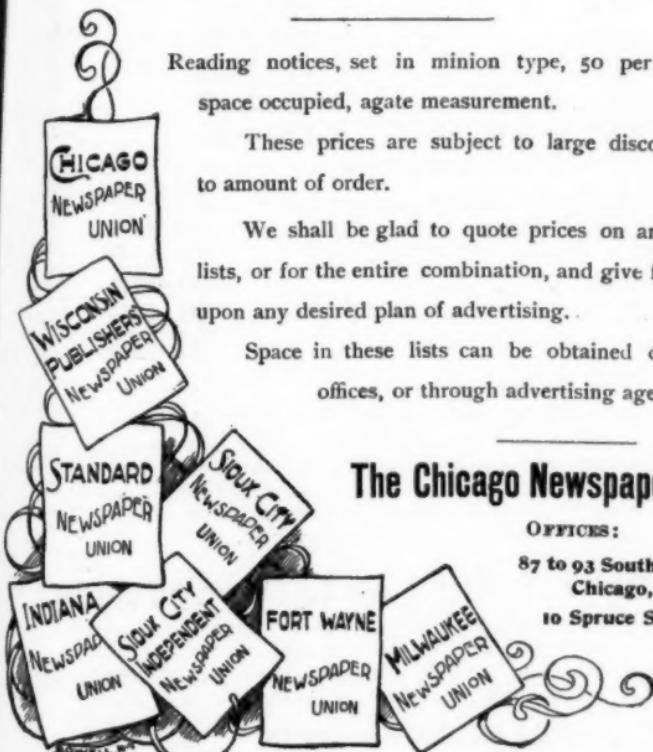
We shall be glad to quote prices on any of the above lists, or for the entire combination, and give full information upon any desired plan of advertising.

Space in these lists can be obtained direct from our offices, or through advertising agencies.

The Chicago Newspaper Union,

OFFICES:

87 to 93 South Jefferson St.,
Chicago, Ill., and
10 Spruce St New York.



"Suspicion

Poisoning his brother's cup."



That's what Cataline said. He was an aggressive old Roman, often-times the under dog in the fight, but he hit straight from the shoulder. Suspicion is what haunts the general advertiser; and it is the quiet but underhanded enemy that gives the death-blow to many a newspaper—those that boast most valiantly being often the greatest sufferers.

There is no Suspicion of A Known Circulation.

What will convince you? The evidence? Here it is:

Known Circulation for past Four Weeks:

February 13th,	179,065	Copies.
" 20th,	177,200	"
" 27th,	198,500	"
March 5th,	<u>196,555</u>	"
Total,	751,320	"
Weekly average,	187,830	"

DISTRIBUTION.

New York State circulation,	74,528
Pennsylvania State,	15,323
New England States,	41,459
Miscellaneous,	40,070
Canadian,	16,450
	<u>187,830</u>

Utica is not pent up.

It is a prosperous city of 50,000 people, in the heart of the most prosperous part of the great State of New York. The farms surrounding this center of trade are estates, and the farmers are country gentlemen. Their families are large; the boys go to college, the girls entertain,—and the blessed old home is the pride and Mecca of them all! They are a thrifty, proud, intelligent, well-dressed people.

Saturday Globe goes to them Weekly.

They read it Saturday evening under the family banquet lamp, and pass it around the circle; they read it "after church" on Sunday, and they swear by it at the village store on Monday. Mark you, 187,830, and every copy goes to a family, a home—not to one subscriber alone.

A. FRANK RICHARDSON,

Chicago.

New York.